

LIFE



SKIING

15 PAGES OF COLOR

FEBRUARY 23, 1948

15 CENTS

YEARLY SUBSCRIPTION \$5.50

Now the world's most wanted pen comes in 2 sizes...



Parker "51"

THEY'RE both true Parker 51's . . . identical in styling, in performance, in fine precision craftsmanship. So take your choice. Perfect for Easter giving—for birthdays and anniversaries.

If you prefer a shorter, more compact writing instrument, then the new *demi-size* "51" is just the pen for you. It's less than 5 inches in length, so that it clips neatly to a woman's handbag in an upright position. Fits even a man's shallow shirt pocket.

Like the famous regular Parker "51," the jewel-like *demi-size* offers a wide range of individualized custom points. You choose the point that fits your needs—and helps you write your best.

Remember: for these pens alone, new Parker *Superchrome* Ink

has been created. This remarkable new ink—the most brilliant permanent writing fluid ever created—actually *dries as it writes!* And only the "51" is designed to use it satisfactorily.

Your Parker dealer will gladly show you both the regular and the new *demi-size* Parker "51." Choice of distinctive colors. \$12.50 and \$15.00. Pencils, \$5.00 and \$7.50. Sets, \$17.50 to \$80.00. Parker V-S Pens, \$8.75. Pencils, \$4.00. The Parker Pen Company, Janesville, Wisconsin, U. S. A., and Toronto, Canada.

NEW! Parker *Superchrome* Ink

FOR THE PARKER "51" ONLY

Super-brilliant, super-permanent—"dries as it writes!" Choice of 5 tropic-bright colors. Year's supply . . . only 50 cents.



When COLDS threaten
you can't do this—



... but you can do this—Gargle



**LISTERINE ANTISEPTIC
QUICK!**



"SECONDARY INVADERS"

TOP ROW, left to right: Pneumococcus Type III, Pneumococcus Type IV, Streptococcus viridans, Friedlander's bacillus. BOTTOM ROW, left to right: Streptococcus hemolyticus, Bacillus influenzae, Micrococcus catarrhalis, Staphylococcus aureus.

miserable aspects of a cold you know so well.

Listerine Antiseptic reaches way back on throat surfaces to kill hosts of these "secondary invaders." Used in time, it may give Nature a helping hand in throwing off the infection. In tests, germs on throat and mouth surfaces were reduced as much as 96.7% fifteen minutes after the Listerine Antiseptic gargle, as much as 80% one hour after.

Bear in mind Listerine Antiseptic's impressive record made in tests over 12 years! Those who gargled with Listerine Antiseptic twice a day had fewer colds and usually milder colds than those who did not gargle . . . and fewer sore throats.

LAMBERT PHARMACAL COMPANY, St. Louis, Missouri

If, like the man in the picture, you could isolate yourself from germs spread by other people, you might stand a better chance of avoiding a severe cold this winter.

But since you can't wear a glass dome over your head, it's wise to enlist the aid of the Listerine Antiseptic gargle early and often. Especially so, if you have been in close contact with other people who have colds, or if your feet get wet or cold, or if you have been exposed to sudden changes of temperature.

Such exposure may be all that is necessary to give a foothold to germs called the "secondary invaders." Unless you act quickly these germs may invade the throat tissues to produce many of those

IT'S NEW! Have you tasted the zippy MINT flavor of today's Listerine TOOTH PASTE with 25% more Lusterfoam?

Now—a truly fine Vacuum Cleaner

with *No Bag* to empty!

It's the

Lewyt
(rhymes with "do it")

Here's a Vacuum Cleaner
that's *different!*

- 1 NO MESSY BAG TO EMPTY**
simply pour out dirt every 4 to 6 weeks!
- 2 NO DUST LEAKS BACK INTO ROOM**
it's eliminated by Triple Filters!
- 3 NO DISTRACTING ROAR**
the Lewyt is quiet—easy on everybody's nerves!



Dusts furniture, too!...Cleans walls, drapes,
upholstery, rugs, bare floors, mattresses...
Waxes floors, De-moths clothes and closets,
Sprays insecticides, paint.



High-suction
rug nozzle with
adjustable
Fuller Brush
for lint



Cyclonic
suction
gets imbedded
dirt. Won't clog
and choke off
power



Unique dust-tight
storage container
only 12½ x 21
inches



Price includes
all attachments...
nothing more to buy



Costs no more
than old-style
vacuum
cleaners



Don't be talked out of your Lewyt!

Not every dealer has them yet. If you wish, write today for free
illustrated booklet, and name of dealer nearest you.

VACUUM CLEANER DIVISION • LEWYT CORPORATION
70 Broadway, Brooklyn 11, N. Y.



Ford's out Front

ON A TRIP ABROAD

The ace photo team of Miller and Stephens "did" Europe in a new Ford Convertible for Pan American Airways. Here's their story:



"Hoops Inn, our first picture location in England, boasts a thatched roof. Quite different from the roof on our Ford. Ours goes up or down at just the touch of a button!"



"Remember Hannibal? Well, he never crossed the Alps with a 100 horsepower V-8 engine like we did. Our Ford really did its stuff at Chamonix. And our 'King-size' brakes... wonderful!"



"A wedding in Spain, like this one in Lageterra, is strictly a full-color affair, for both bride and groom! Too bad they didn't have a beautiful Ford like ours for their honeymoon trip!"

"Guess again! This picture wasn't made in Holland. It's Portugal! And the windmills run like a breeze—just like our Ford over these Portuguese Plains. Our Ford's beauty stopped traffic wherever we went!"



Listen to the Ford Theater over NBC stations Sunday afternoon 5:00 to 6:00 P.M., E.S.T.

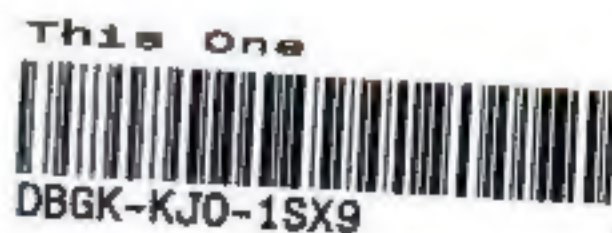


"Good old Galileo! He used the Leaning Tower of Pisa as a 'proving ground' for his theories on acceleration of falling things. Our Ford could have taught him a thing or two about acceleration... uphill acceleration!"



"A Latin textbook was as close as we'd ever come to the Arch of Augustus. It was impressive... but we agreed that no Roman Emperor ever drove through it in a 'chariot' like ours!"

There's a *Ford* in your future



Copyrighted material

Lets you sleep
Makes you wake



DRIFT INTO DREAMLAND, with silent Little Tel. Because it's electric, there's no tick-lock to tease you.



YOU WON'T SLEEP THROUGH when Little Tel calls. The electric alarm keeps sounding until you wake up and stop it.

There's a little price on handsome Little Tel . . . and you get the most in service and convenience that an alarm clock can give. Electric, Little Tel can't run fast or slow . . . never needs winding, oiling, or regulating. You can depend on it for years of right-to-the-minute time with the accurate long-life Telechron motor that has made Telechrons the most demanded electric clocks in the world. Actual size shown, Ivory-colored plastic case. Telechron Inc., Ashland, Mass.

TELALARM JR. — slightly larger, with control-a-tone alarm that you can regulate low or loud — luminous hands and hour markings.

TELALARM — same design, in a larger size — luminous hands and numerals, bell alarm.

Prices on Telechron clocks, including alarms, start at . . .

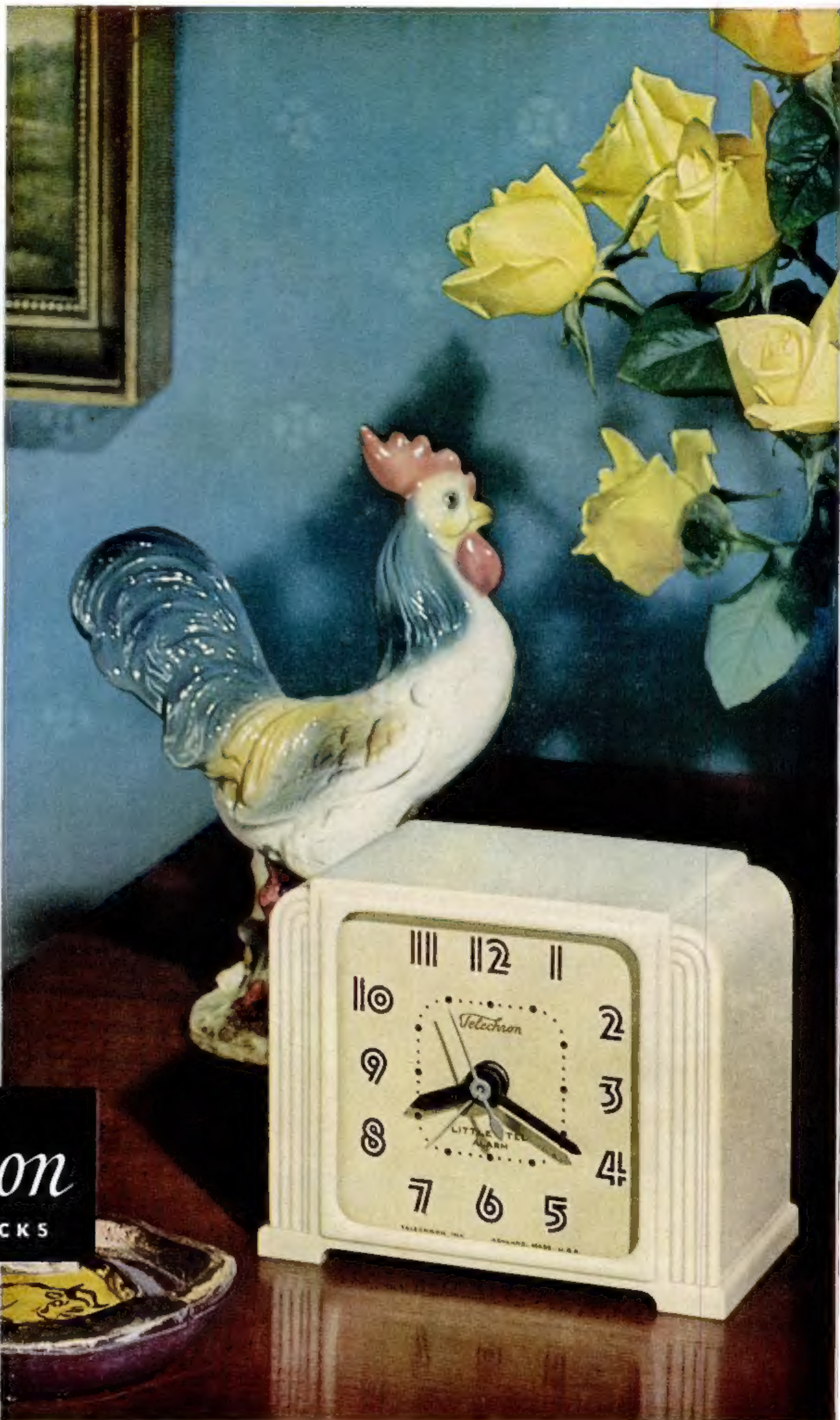
\$4.95
Plus Tax

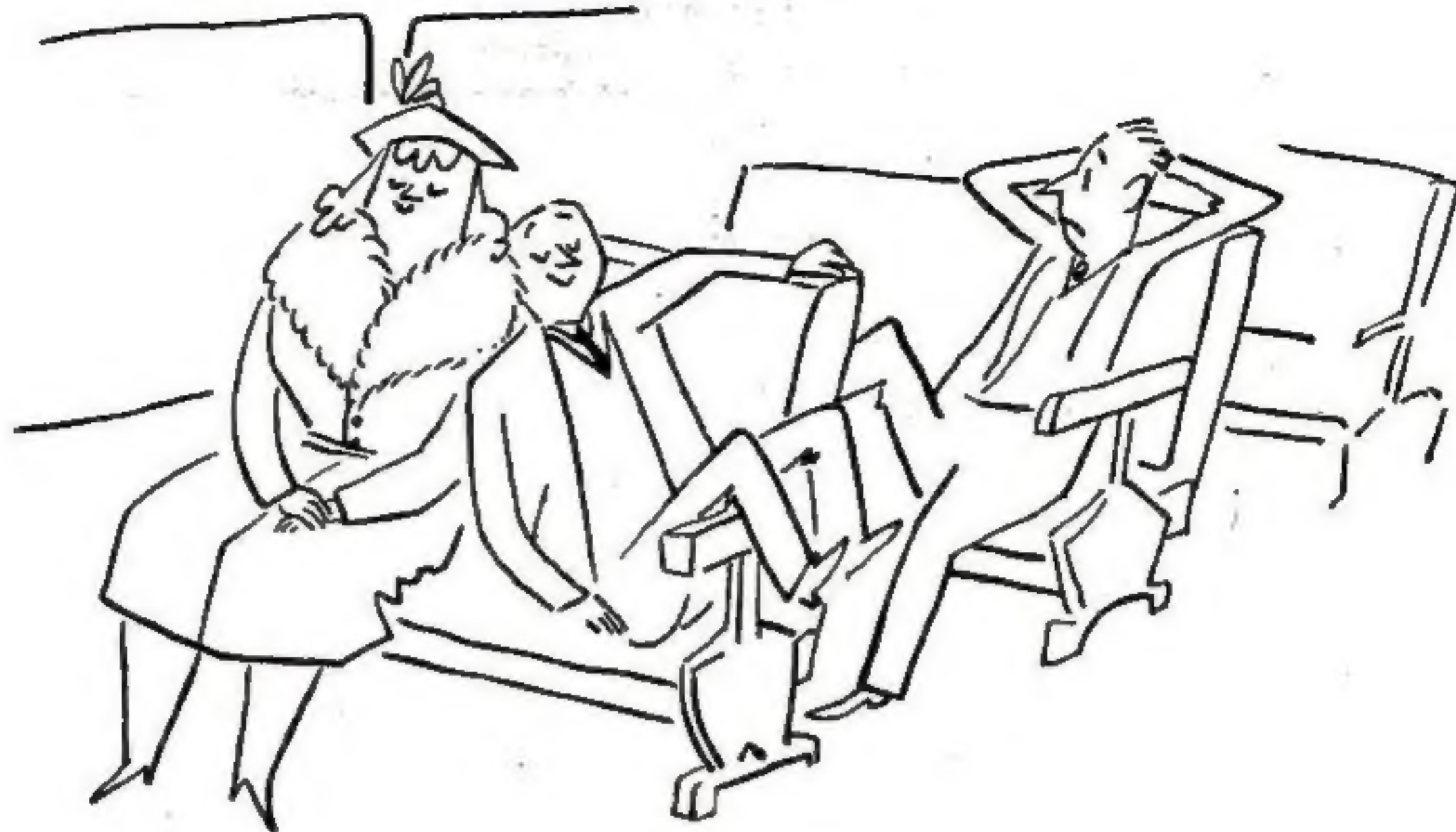
Telechron

REG. U.S. PAT. OFF.

ELECTRIC CLOCKS

Telechron . . . the first and favorite electric clock . . . brings you right time for every room. Choose from smart styles in alarms, occasional, kitchen clocks, and awakening devices . . . at your Telechron dealer's.

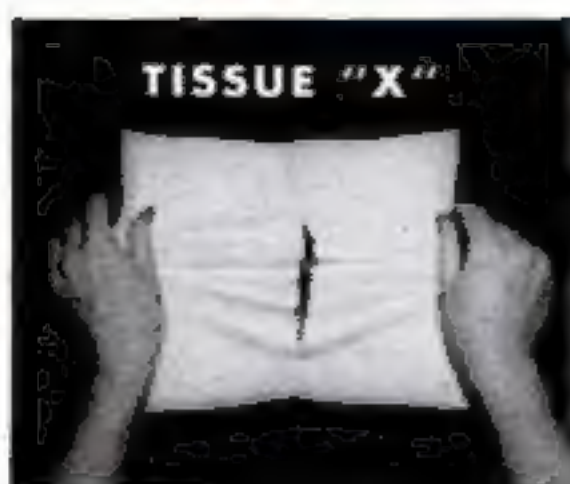




soft!



Downy-soft! Yet super-strong! YES, strong in both directions. And so absorbent, too! YES whisks your cold cream, sneeze spray, sniffles into its thirsty, pure white folds. YES Tissues pick up quick from the new wide-opening box. And the box is flat — easy to carry, easy to store. Personal Products Corporation, Milltown, N. J., Chicago and San Francisco.



AND STRONGER, TOO!

Stretch it and see! Tissue "X," like many tissues, tests strong in one direction only. Soft, white YES Tissue proves strong BOTH ways.

"THE MIRACLE PAIR



FOR DENTAL CARE"

Announcement Extraordinary

DR. WEST'S MIRACLE-TUFT TOOTHBRUSH 50¢

DR. WEST'S MIRACLE TOOTH PASTE 50¢

Regular Value \$1.00

LIMITED TIME ONLY

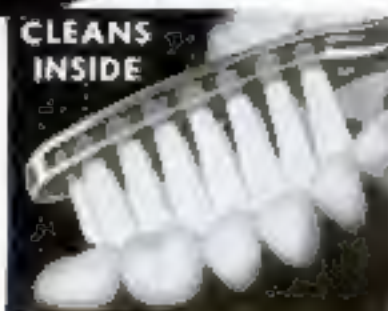
BOTH FOR

69¢

YOU SAVE **31¢**

Copyright 1946 by Weco Products Co.

MIRACLE BRUSH



CLEANS
INSIDE



CLEANS
OUTSIDE



CLEANS IN
BETWEEN



CLEANS ON TOP

Precision made—truly a precision instrument. It fits your mouth precisely, in the right places to clean your teeth better. That's why this brush for a generation has been America's outstanding favorite—a 50¢ value today, tomorrow and always. Its sealed-in-glass packaging guarantees the perfection of this brush. Its original, scientific shape assures you of perfect cleansing. Its "Ex-ton" brand bristles, waterproofed by Dr. West's own process, give extra cleansing power. A "beauty buy" at any price, it's truly a Miracle value today.

Dr. West's
Miracle
Tooth Paste

MIRACLE PASTE

Removes surface stains
from the teeth . . .
even tobacco stains
and tobacco breath.



A tooth paste worthy of the famous Miracle name! This amazing paste combines special polishing and cleansing ingredients with remarkable powers. It removes surface stains from the teeth, even tobacco stains and tobacco breath. It has a delightfully refreshing flavor. It cleanses the whole mouth! One brushing with this new Miracle product will convince you that there is no other paste comparable. Today's new, special, limited time price gives you the perfect opportunity to try it and be convinced. It's a Miracle!

NET WEIGHT 3 OUNCES
WECO PRODUCTS COMPANY
CHICAGO, ILL.
MADE IN U.S.A.

MIRACLE VALUE

"There are right ways and wrong ways to scold a child, dear," SAID ELSIE, THE BORDEN COW



"THERE'S ONLY ONE WAY TO scold a child, woman," thundered Elmer, the bull, "and that's good and loud."

"But, darling," gasped Elsie, the Borden Cow, "if you shout at the little angel, you'll scare him—make him unsure of himself and afraid of you."

"No son of Elmer's will ever be afraid," boasted Elmer. "I'll teach him to have confidence in himself."

"First," smiled Elsie, "you'll have to teach him to have confidence in you. That's why you mustn't frighten him when he's naughty, or disobedient, or knocks over his Borden's Milk."



PENNY FOR PENNY your best food buy is milk! Drink plenty of delicious Borden's Milk with meals, between meals, and get extra nourishment into the family's diet with milk dishes!



"What in tarnation's name are you dragging Borden's Milk into this for?" bellowed Elmer.

"Just to illustrate a point," blithely answered Elsie. "To go on—suppose a child does spill his milk over himself, and everything . . . A wise parent doesn't scold."

"What does he do," guffawed Elmer, "feed the kid chicken legs from then on?"

"Don't be silly," said Elsie. "The wise parent gives him more milk. Then he tells the child that if he



wants to be big and strong like his daddy, he'll drink every drop of his Borden's Milk. It's teeming with vitamins, minerals, proteins and other good things. And Borden's Milk tastes so glorious even little milk-shy dears fall in love with it."



There's one little dear that's going to be shy an ever-loving husband," threatened Elmer, "if she doesn't forget Borden's."

"You can't scare me, darling," laughed Elsie. "Besides, you'd have something to bellow about if I stopped telling the world about things like Borden's Fine

Cheeses. Now you take that great cheese food, Borden's Chateau.* Its mellow-mild Cheddar flavor sends cheese lovers into ecstasies."



PACK CONCENTRATED NOURISHMENT into lunch boxes with Borden's Chateau! 11 slices, spreads, melts be-autifully. Grand for sandwiches, alone or with chopped olives or sliced meats.



*-if it's Borden's,
it's got to be good!*

"I don't want to go into any ecstasy—or any place else," snapped Elmer. "I want us to get back to talking about how to scold a kid."

"And we shall, dear," agreed Elsie, "just as soon as I tell folks they can make wonderfully fluffy omelets with Chateau, and light-as-a-cloud soufflés, and oh-so-good Chateau sauces. You know what I always say—"

"The whole blooming world knows what you always say," groaned Elmer. "But I'm beating you to it this time—if it's Borden's, it's GOT to be good!"



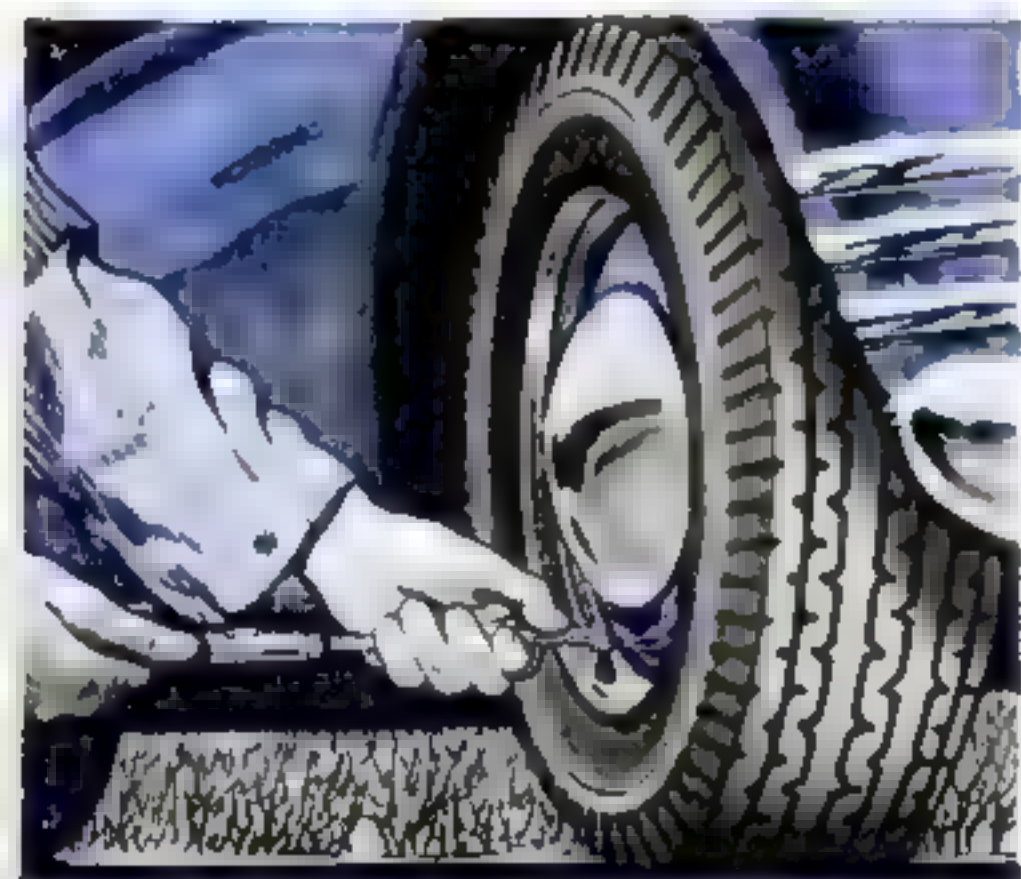
*U. S. Reg. U. S. Pat. Off.

© The Borden Company

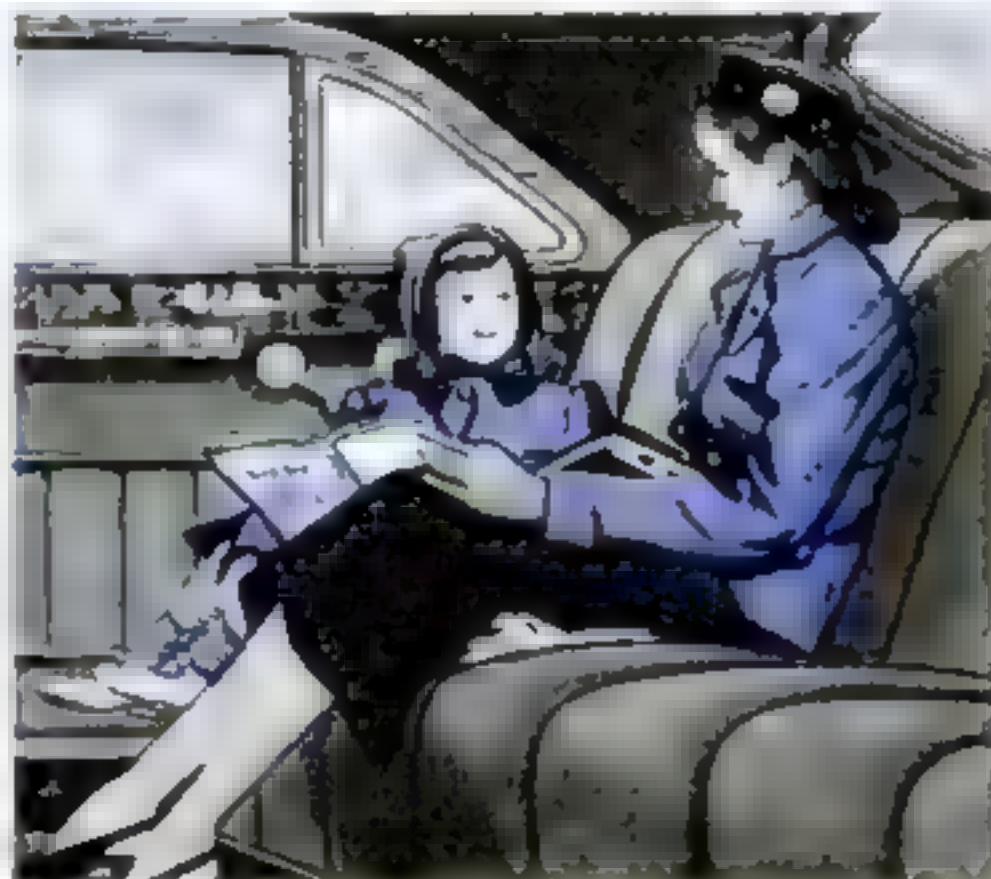
"ONCE YOU LEARN ABOUT BUTYL..."

you'll never want a Rubber inner tube again!"

BUTYL is the brand name of a really amazing new kind of tough, elastic material for inner tubes. During the war, all that could be made went to the armed forces. Since the war Butyl has set a *new high* in tire performance for America's motorists. Here's why:



BUTYL is actually *better* than rubber for inner tubes! It holds air *ten times better* than rubber, stays at *correct* inflation for months at a time!



CORRECT inflation provides new riding comfort, greater safety, easier steering; helps eliminate both hard riding and car sway.



CORRECT inflation gives tires greater mileage, longer tread life with less sidewall strain.



CORRECT inflation increases gasoline economy—eliminates underinflated-tire "drag."



CORRECT inflation assures you *air in the spare* at the critical time you may need to use it.

Tubes made of Butyl are easily identified by the prominent **blue line** on the side. Look for this blue line when you ask your tire dealer for tubes...they come in all brands.

Better than Rubber
for Inner Tubes



TRADEMARK
Enjay Company, Inc.
15 West 51st Street,
New York 19, N. Y.

Copyright 1946, Enjay Company, Inc.



This advertisement is published in the interest of all companies that have had a part in the perfection of Butyl and Butyl inner tubes. The Standard Oil Development Company invented and developed Butyl and has licensed the U. S. Government to manufacture Butyl and will license others who are interested in its manufacture. The Enjay Company, Inc. does not manufacture or sell Butyl; it acts as technical consultant to manufacturers and to the government.

RKO's PIC-TOUR OF THE WEEK



"THE MIRACLE OF THE BELLS"

THE MIRACLE OF THE BELLS will send your spirits soaring with its romantic enchantment, its tenderness, its delightful humor. Film version of Russell Janney's novel stars **FRED MacMURRAY, VALLI, FRANK SINATRA**. Produced by Jesse L. Lasky, Walter MacEwen.



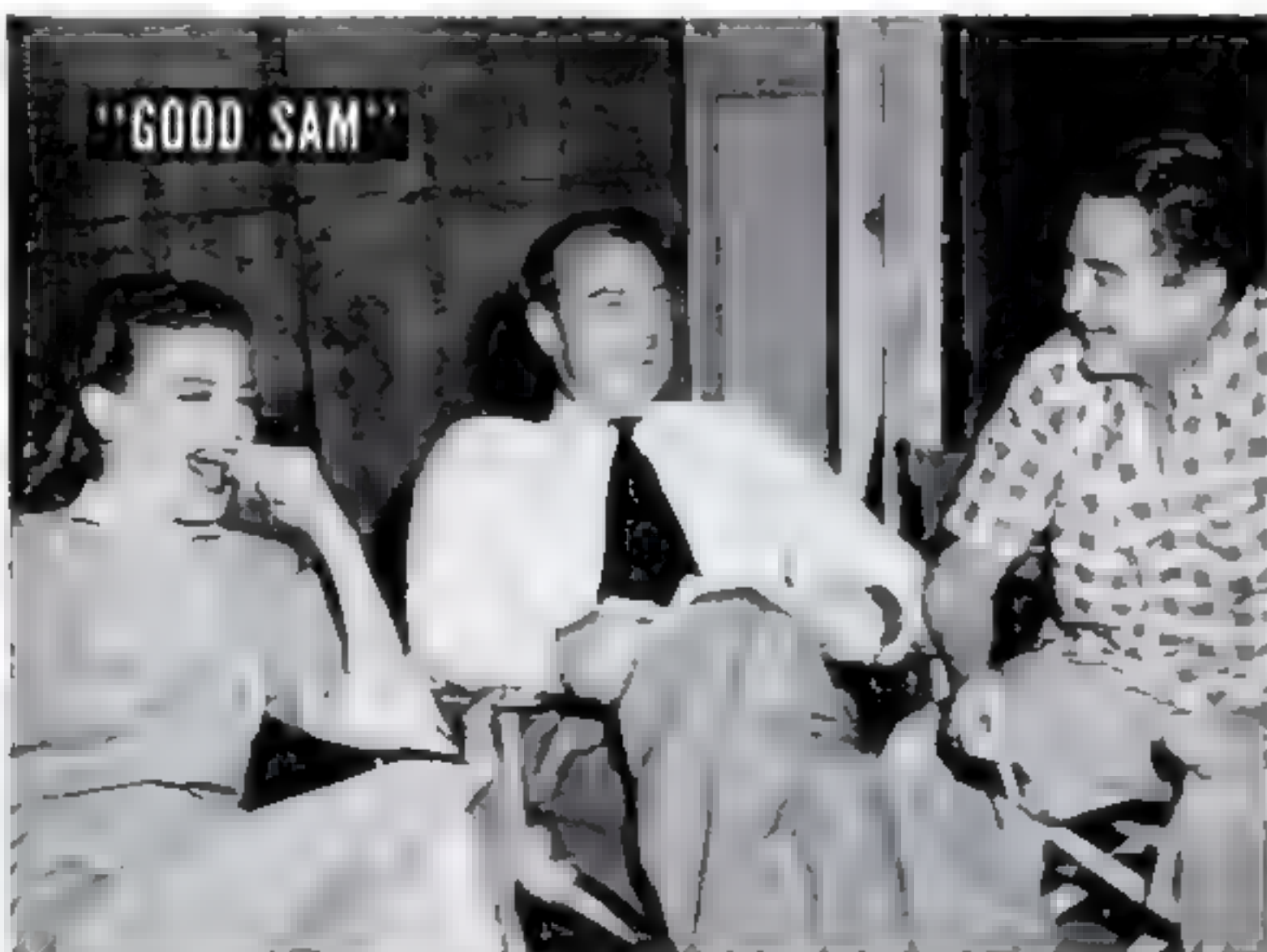
"STATION WEST"

DOUBLE-DEALING gambling hall queen, and double trouble for all men, is **JANE GREER** in RKO's *Station West*. But the luscious lady tangles with **DICK POWELL**, a tough guy who has a score to settle... and who never allows his love affairs to interfere with his business.



"MOURNING BECOMES ELECTRA"

EVIL TAUNTS about his mother's indiscretions nearly cost **ROSALIND RUSSELL** her life at the hands of **MICHAEL REDGRAVE**. Scene is from *Mourning Becomes Electra*, in which **RAYMOND MASSEY, KATINA PAXINOU, LEO GENN, KIRK DOUGLAS** are other stars.



"GOOD SAM"

WHO TOLD THE STORY? Something funny explodes on the set of Leo McCarey's *Good Sam*. **ANN SHERIDAN, GARY COOPER** and Mr. McCarey, himself, join in a side-splitting laugh. Hollywood predicts *Good Sam* will affect movie audiences the same way. A Rainbow Production.

THESE BIG RKO PICTURES WILL SOON BE SHOWN AT YOUR THEATRE



KAISER-FRAZER SERVICE COVERS THE GLOBE!



Factory parts and methods available in 60 countries the world around

It makes no difference where you go in a Kaiser or a Frazer, you will always be near genuine factory parts and expert servicemen who were trained by the standards of the Willow Run service school.

For Kaiser-Frazer now has distributors and dealers wherever you can drive a motor car! In the countries listed at the right the demand for Kaiser and Frazer cars is as great as it is here at home. These 100% postwar automobiles have—in two short years—achieved world-wide recognition for style leadership and an advanced engineering design that means greater safety, roominess and a ride never experienced in prewar cars.

So, wherever you go—'round the corner or 'round the world—you will find one of the more than 4,000 courteous

K-F dealers equipped and eager to serve you. Drive in where you see their service sign, illustrated above. They want and deserve your business no matter what make of car you own!

Kaiser-Frazer Sales and Service Facilities Serve Owners in the Following Areas:

ADEN • ALGERIA • ARGENTINA • BARBADOS • BELGIUM • BRAZIL
BURMA • CANADA • CEYLON • CHILE • COLOMBIA • COSTA RICA • CUBA
CZECHOSLOVAKIA • DOMINICAN REPUBLIC • ECUADOR • EGYPT • FRANCE
FRENCH MOROCCO • GUATEMALA • HAITI • HAWAII • HONG KONG
ICELAND • INDIA • IRAN • IRAQ • JAMAICA • JAPAN • LEBANON
MALAY STATES • MAURITIUS • MEXICO • MOZAMBIQUE • NETHERLANDS
NETHERLANDS GUIANA • NETHERLAND WEST INDIES • NEWFOUNDLAND
NICARAGUA • NORWAY • PALESTINE • PANAMA • PARAGUAY • PERU
PORTUGAL • PUERTO RICO • SAUDI ARABIA • SIAM • SPAIN • SWEDEN
SWITZERLAND • SYRIA • TANGIER • TRINIDAD • TUNISIA • TURKEY
UNION OF SOUTH AFRICA • URUGUAY • VENEZUELA • VIRGIN ISLANDS

KAISER-FRAZER CORPORATION, WILLOW RUN, MICHIGAN



FEATURED ON
COLUMBIA RECORDS

Dear Levant, one of America's top recording artists has been chosen to bring the best of his performing art to you. He is the perfect artist for each and every record you receive on Columbia Masterworks Records. Make it a point to hear these live Columbia releases soon, and you will find that you have added a new dimension to the recording of fine music.

OSCAR **LEVANT**

Levant Plays Debussy

Columbia Masterworks Set MM-710

RISE **STEVENS** AND **NELSON EDDY**

with Chorus and Orchestra conducted by Robert Armbruster
Excerpts from "The Student Prince"

Columbia Masterworks Set MM-724

ANDRE **Kostelanetz**
AND HIS ORCHESTRA

Music of Cole Porter

Columbia Masterworks Set MM-711

THE **Philadelphia** ORCHESTRA

Bruno Walter conducting

Schubert: Symphony No. 8 in B Minor ("Unfinished")

Columbia Masterworks Set MM-699

NATHAN **MILSTEIN**

with Bruno Walter conducting the Philharmonic Symphony
Orchestra of New York

Mendelssohn: Concerto in E Minor for Violin and Orchestra,
Op. 64

Columbia Masterworks Set MM-517

MORTON **GOULD**

Piano, with the Robin Hood Der Orchestra of Philadelphia

Gould: Interplay for Piano and Orchestra: American Concerto
Columbia Masterworks Set MM-783

HELEN **TRAUBEL**

with orchestra conducted by Charles O'Connell

Hammerstein II—Rodgers: It's A Grand Night for Singing
(from "State Fair")

Webster—Finch—Scotti: My Moonlight Madonna

Columbia Masterworks Record 4510-D

RALPH **Kirkpatrick & Alexander Schneider**

Bach: Sonatas for Harpsichord and Violin Two Violins

Columbia Masterworks Set MM-719

MARTIAL **SINGER**

with Paul Breisach conducting the Metropolitan Opera Orchestra

French Operatic Arias

Columbia Masterworks Set MM-518

Don **Cossack** CHORUS

SERGE JAROFF, Conductor

Song about Lieutenant Chikchireff (arr. Jaroff)

Song about Pakhom (arr. Jaroff)

Columbia Masterworks Record 4503-M



AMAZING NEW SAPPHIRE NEEDLE

Still another Columbia first for more listening pleasure... the Columbia
Patented Tip & Sapphire Needle. A
crossing point and red tip in the groove
for flawless reproduction, reduced record
wear, less surface noise! Shallow
grooves for perfect... Only \$1.50

To meet your needs, visit your local
Columbia Record Store



Hear the great artists at their best on
Columbia Records
MASTERWORKS



How to get **fine steaks** every time...



SWIFTS

YOU'LL ALWAYS GET FINE BEEF if you buy by a Swift brand name. Right on the meat, the brand name identifies beef selected by Swift experts for tenderness and flavor... the pick of all the vast amounts they see. Swift's Premium, Swift's Select, and Swift's Arrow—those are the three top brands. Look for them... on thrifty cuts or choice ones... whenever you buy beef. Now especially, when every morsel counts, your best buy is beef you can depend on, to the last tender tidbit!



Just look for a Swift brand:
 SWIFTS PREMIUM,
 SWIFTS SELECT or
 SWIFTS ARROW
right on the meat!

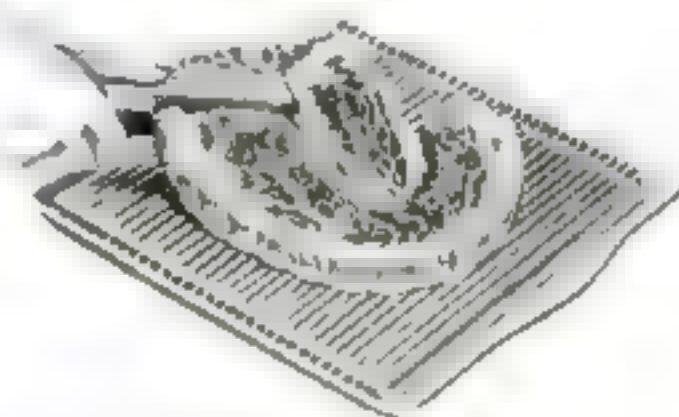


Martha Logan

Swift's Home Economist,
tells you

HOW TO GIVE A STEAK A BREAK

EVEN THOSE FINER Swift branded steaks are better for proper broiling: Slash fat along edge in several places to prevent curling. Preheat broiler. Place steak on broiler rack 3" from heat source. A 1½" steak takes 10 min. each side for rare, 12 min. for med., 13 min. for well done.



TURN STEAK CAREFULLY to avoid piercing—tongs are best. To test for *doneness*, cut along bone with a sharp knife and *peek*! Season each side of steak after it is browned, not before. And do serve the steak on a really hot platter. A garnish of rosy onion rings (marinated in pickled beet juice) is an epicurean touch.



NO NEED TO WASTE A BIT of that Swift branded steak. Leftover fat may be cut in bits and used in hash browned potatoes. The flank end (less tender than the other two muscles) can make another meal—sliced fine for meat pie, sandwiches, salad, or meat sauce for a noodle or rice casserole.



What's back of that name...for YOU?

Back of the name Western Electric are 130,000 men and women who help make your Bell Telephone service the *world's best*—at the *lowest* possible cost.

Where are they? What do they do?

They're in factories in 18 cities, making vast amounts of telephone equipment designed by their teammates at Bell Telephone Laboratories.

They're all over the map, buying all kinds of Bell System supplies from other manufacturers.

They're at 29 distributing houses, filling orders from Bell Telephone companies for apparatus and supplies.

More than 31,000 of them are in mobile crews installing intricate central office switchboards and equipment.

In doing this huge job—one of the most complex in industry—Western Electric people are contributing daily to the efficiency and economy of your Bell Telephone service.

MANUFACTURER...

of 43,000 varieties of telephone apparatus.



PURCHASER...

of supplies of all kinds for telephone companies.



DISTRIBUTOR...

of telephone apparatus and supplies.



INSTALLER...

of telephone central office equipment.



Western Electric

A UNIT OF THE BELL



SYSTEM SINCE 1882

LETTERS TO THE EDITORS

COMMUTERS STRIKE BACK

Sirs:

Hooray for your excellent spread, "New York's Commuters Strike Back" (LIFE, Feb. 2). You left out some good points though, and as an ex-commuter on the Long Island Rail Road I would like to add my sentiments.

When the rates went up last year the officials promised us more trains, better service, cleaner and more up-to-date cars. All we wanted was prompter service, more trains AND A SEAT. We got none of these. . . .

In the summertime if windows and ceiling ventilators are open, you are covered from head to toe with soot by the time you reach your destination.

If you write letters of complaint, they don't go to the source of the trouble. The president himself lives in Philadelphia because he couldn't stand the thought of riding on one of his trains.

STELLA BAILEY

Miami, Fla.

Sirs:

After having been one of those crowded and irate commuters for several years, I can only hope that something good will come of the hearing. At our station there used to be a saying, "A teacup of rain and the Long Island is late."

MRS. WILLIAM T. PARSONS

Norristown, Pa.

Sirs:

. . . You'd think that the Long Island Rail Road was the only lousy commuters' line in the world, considering all the space you gave it. Sure, it's lousy. I used to ride it to Republic and Crumman whenever I visited New York. I finally got to flying small airplanes out to Long Island from New Jersey; it was a lot faster.

But why don't you at least make the pretense of checking some of your other offices for equally bad railroads? The Chicago North Shore and Milwaukee electric line here is so awful that it had a good deal to do with my selling my house in Glenview and moving into Wilmette, where there is better service.

MAX KAMANT

Chicago, Ill.

Sirs:

I think you should check the Rock Island Railroad trains from Joliet, Ill. to Chicago. . . .

WILLIAM J. LARSON

Joliet, Ill.

Sirs:

. . . If there's any investigating to be done, let's start with the Lehigh.

MARCIE SULANSKY

Ithaca, N.Y.

Sirs:

Long Island commuters better quit heeding about bum transportation service. Detroiters have been moaning about their DSR since 1918.

MICHAEL S. PAUL

Dearborn, Mich.

Sirs:

The Long Island Rail Road is the ultimate in efficiency compared to the Susquehanna.

JAY MILEY

Paterson, N.J.

Sirs:

. . . My nomination as "Worst Railroad in the World": the Boston and Maine. . . .

ROBERT J. DOUCETTE

Lawrence, Mass.

Sirs:

. . . The individual commuter has an easy way to make his dissatisfaction felt. Every day each commuter should fill out two postcards giving the numbers of the trains he rode that day, their scheduled arrival times and when they actually arrived. Each card should be signed plainly and one mailed to Milo R. Maltbie, Chairman, Public Service Commission, 233 Broadway, New York 7, N.Y. and the other to M. W. Clement, President, Long Island Rail Road, Pennsylvania Station, New York 1, N.Y.

THEODORE A. PLATZ

Huntington, N.Y.

Sirs:

My great-grandfather was the first president of the Long Island Rail Road. It was a good railroad then, and it is a good railroad now. I have lived on Long Island for 20 years and I am

CONTINUED ON NEXT PAGE

— FOR THE CONVENIENCE OF LIFE'S NON-SUBSCRIBING READERS

To see life...

To see the world...

To eyewitness great events...

I want to see **LIFE** each week.

PLEASE ENTER MY SUBSCRIPTION TO LIFE FOR

☐ ONE YEAR at \$5.50
☐ 2 YEARS at \$10
☐ 3 YEARS at \$13.50

NAME PLEASE PRINT

ADDRESS

CITY ZONE STATE

I enclose \$ ☐ Please bill me

L-2 23

(Mail to LIFE, 540 N. Michigan Ave., Chicago 11, Ill. Or give it to your newsdealer)

He's "in the know" —he's got P.A.*



He's a man with Pipe Appeal—the distinctly masculine look of the man who smokes a pipe. It's something extra that appeals to the ladies. And from the contented expression on his face—he's also "in the know" about Prince Albert—the National Joy Smoke.

P.A.* means Pipe Appeal
P.A.* means Prince Albert

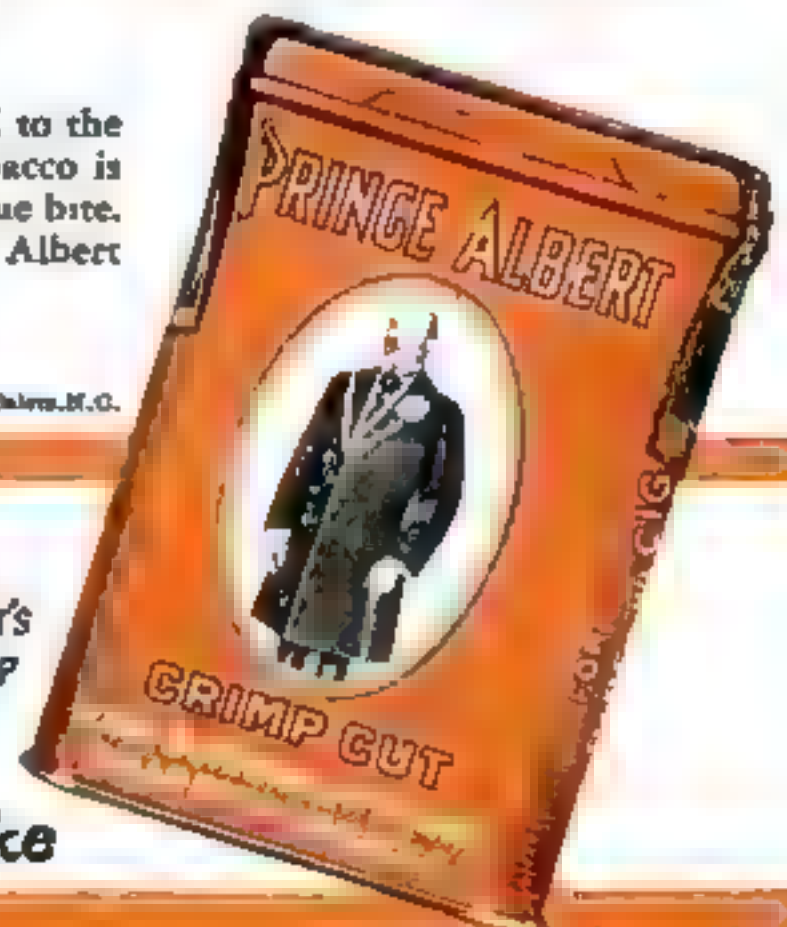
P.A. tastes rich—smokes mild and cool to the bottom of the bowl. P.A.'s choice tobacco is specially treated to insure against tongue bite. No wonder more men smoke Prince Albert than any other tobacco!

R. J. REYNOLDS TOB. CO., WINTHROP-DAVIES, N.C.



"CAN'T BEAT P.A. FOR CIGARETTE MAKING! IT'S CRIMP CUT—ROLLS UP FAST AND EASY!"

The National Joy Smoke





Exciting PRELL REMOVES DANDRUFF IN AS LITTLE AS 3 MINUTES!

LEAVES HAIR Radiantly CLEAN Radiantly SMOOTH

Everybody's thrilled with Prell—the new emerald-clear Radiant-Creme shampoo! Prell's wonderful patented cleansing ingredient leaves hair far more radiant than old-fashioned soaps or soap shampoos—and leaves it free of unsightly dandruff. Examinations by doctors proved that Prell removes ugly dandruff in as little as 3 minutes, and that regular Prell shampoos control such dandruff.

Hair shines with radiance after Prell—and it's so soft and smooth. No messy jars either, or slippery bottles to break. And Prell is concentrated, for economy—a little makes loads of lather! Get Prell today—for all the family!



Here's What the Rileys Say About Prell

RILEY: Dandruff's a mess on your coat or your dress. So we Rileys shampoo with Prell.

MOM: And "Prell'd" hair shines so—it just seems to glow. And arranges so smoothly and well.

JUNIOR: No jar that will slip or bottle to drip—That Prell tube is sure on the beam.

DADS: It's so economical, the lather's astronomical—That's Prell, the new Radiant-Creme!

Enjoy "The Life of Riley" Saturday Nights—NBC



U. S. REG. U. S. PAT. OFF.

LETTERS TO THE EDITORS

CONTINUED

tired of hearing people criticize the railroad so unjustifiably. . . .

I think the L.I.R.R. should be given a little bit of leeway for its not-up-to-standard service following the worst storm in 60 years. . . .

ALICE RUSSELL PHELPS
Hempstead, N.Y.

Sirs:

As an information girl for the Long Island Rail Road, I found the commuters pleasant, good-natured, philosophic—completely lovable. Although it has been three years since I last saw their happy beaming faces, it hurts to know they are speaking so unkindly of the railroad I loved.

PATRICIA LONG PASHO
Naugatuck, Conn.

PRINCESS ANNE

Sirs:

We realize that LIFE tries to appeal to all types of people. Nevertheless we feel that in the article about Princess Anne and King Michael, nauseatingly entitled "I Love Him, I Love Him" (LIFE, Feb. 2), you are entering a field already sufficiently covered by movie magazines and the true love and confession publications.

We will expect the memoirs of Lana Turner in some future issue. They will undoubtedly be entitled, "I Love Him, I Marry Him, I Hate Him, I Divorce Him."

RUTH FALKSON
ERIC FALKSON

Walden, N.Y.

Sirs:

. . . Since the princess was sporting enough to grant an interview, why can you not be chivalrous enough to edit it so that she emerges with some shred of human dignity? Your article quotes a question asked by Reporter Fritzell: "But surely he has kissed you on the lips?" Really, what a shocking lack of taste in the question. I for one prefer to speculate quietly about this matter.

EVELYN NEBAUER
White Plains, N.Y.

Sirs:

Eh, bien! I've never outgrown my little-girl love for fairy tales . . . and that's where royalty really shines. They're terrific! They make love, sparkle and scintillate. Royal lovers are positively exhilarating. Much better reading than murder and atomic bombs. Encore, please!

MAY GENEVIEVE NELSON
New Orleans, La.

BEAUTY PATCHES

Sirs:

LIFE neglected to mention in its article on beauty patches (LIFE, Feb. 2) that these aids to beauty had a much more serious purpose in Elizabethan England than bringing out beauty. They were used to cover up the open running sores of venereal disease which was rampant at the time. . . .

LEWIS C. JAMIESON JR.
New Haven, Conn.

Sirs:

. . . I plan to be a dress designer, and I wouldn't wear those stickers all over me. If you're not pretty enough without sticking black adhesive all over yourself, stay home.

GINA STOCKER
Detroit, Mich.

CONTINUED ON PAGE 18

CHAPPED LIPS?

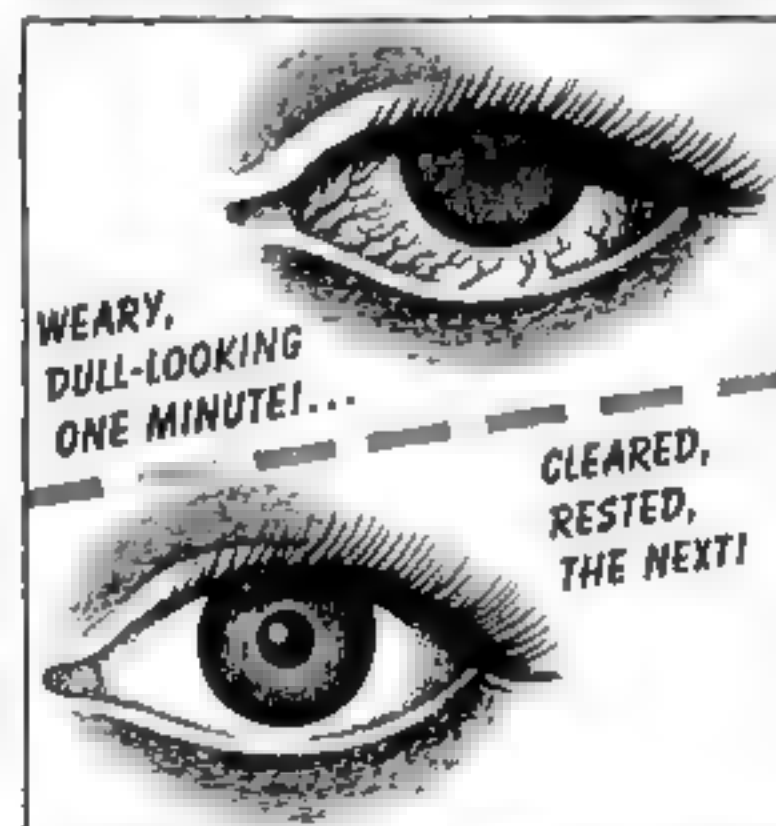


that's a job for
"Comfy" and "Minty" the
MENTHOLATUM TWINS

When raw winds cut lips, leaving them dry, cracked, and so painful it hurts to smile—quick! Call for Mentholum, containing comforting Camphor and minty Menthol. These two famous ingredients greatly help soothe tender lip skin, quickly revive dried-out skin cells, help them retain needed moisture. Soon smarting pain eases, lips feel softer, smoother—you smile again!

Quick MENTHOLATUM

TIRED EYES LOVE EYE-GENE!



YOU SEE, FEEL THE DIFFERENCE
EYE-GENE MAKES AT ONCE!

Now, when your eyes are tired, weary, feeling strained or irritated from close work, glare, driving, over-indulgence, movies, late hours; or blondshot from dust, smoke or wind—two drops of EYE-GENE will make a world of difference in how they feel, look—all in seconds!

You can use it as often as you like each day, because EYE-GENE is safe—gentle and harmless. Only EYE-GENE contains *Lexatol*—the new, exclusive ingredient that makes it so wonderfully effective. 25¢, 60¢, \$1 in eye-dropper bottles at Druggists.



EYE-GENE

Come and Get it!

the new GAINES with VIACTRON



a sensational feeding achievement
that helps your dog

**GET MORE GOOD OUT OF
EVERY OUNCE OF FOOD!**

- 1 **For strength, stamina, and well-being.** Gaines with VIACTRON enables your dog to digest and utilize more of the body-building proteins in his food.
- 2 **For energy.** Gaines with VIACTRON enables your dog to more easily assimilate the energy-producing carbohydrates in his food.
- 3 **For sturdy bones and teeth.** Gaines with VIACTRON enables your dog to utilize more efficiently the calcium and phosphorus in his food.
- 4 **For sleek condition and luxurious coat.** The new Gaines with VIACTRON has a rich-in-fat food factor to regulate digestion and promote the beneficial action of vitamins.
- 5 **For abundant nourishment.** Gaines with VIACTRON is a scientifically balanced food, with all the vitamins, minerals—ALL the food factors that science says dogs should have. It's America's largest-selling dog food!

What is VIACTRON?

VIACTRON is a revolutionary achievement in dog nutrition ... the climax of years of intensive research. It is a combination of specially selected ingredients scientifically activated by unique processing equipment developed and owned only by Gaines, in its new million-and-a-half-dollar plant at Kankakee, Illinois.

**AND GAINES COSTS
LESS TO FEED**

"Nourishes Every Inch of Your Dog"

New Gaines Meal

with **VIACTRON**



"RC tastes best!"

says **BETTY HUTTON**

starring in "DREAM GIRL" A Paramount Picture

RC's best
from any angle!



Here's a good steer.
Serve RC at home!



Over 4 years ago I took the famous taste-test. I discovered that RC tastes best, and have served it ever since. Try it yourself. Say, RC for me. It's the quick way to get RC in your glass - best by taste-test!



LETTERS TO THE EDITORS

—CONTINUED—

THE DEVIL

Sirs:

I see where you claim to have overheard a conversation of the Devil on New Year's Eve in a New York nightclub (LIFE, Feb. 2). I don't doubt your sincerity but I happen to know the Devil wasn't anywhere near a New York nightclub on that date. I have plenty of evidence that he was in his office in Hell feverishly working overtime on new and ingenious complications to be incorporated in the forms our government sends its citizens to fill out. . . .

Obviously you were listening to an imposter.

W. H. BURTON

St. Joseph, Mo.

Sirs:

... The article on the Devil is superbly unique. Who is Whittaker Chambers and what else or where is he writing?

CATHARINE R. O'MEARA

New Haven, Conn.

● A senior editor of TIME, Whittaker Chambers has edited every department in that magazine except business. He began contributing to LIFE last year by writing the long articles in LIFE's series on the history of Western culture. His next article, "The Age of Exploration," will appear in the March 22 issue. Chambers, who is a Quaker, was born in Philadelphia.—ED.

WHERE ARE THE COOKIES?

Sirs:

I enjoyed Bobby Lofman's story ("Life Walks Home with a Maine Schoolboy," LIFE, Feb. 2) and hope Mother will realize now that I do not take so long to come home from school. The map was good but why did you leave out the cookies? They were the best part of all.

LEEDOM LEFFERTS

Wilmington, Del.

● Given 16 stops to choose from in drawing the map, Artist Stoessel, who has no little boy of his own, left off the stop at the cookie jar.—ED.

Subscription rates: U.S. Alaska Hawaii Canada Newfoundland 1 yr. \$3.50 2 yrs. \$10.00 3 yrs. \$13.50 LIFE International edition (fortnightly for Canal Zone Puerto Rico Virgin Islands) 1 yr. \$4.50; all Pan American Postal Union countries and Philippines, 1 yr., \$6.00; Great Britain and Ireland, 1 yr. \$8.00; all other countries, 1 yr., \$7.50.

Change of Address: Four weeks' notice is required. When ordering a change please name magazine and furnish an address imprint from a recent issue. If unable to do so, please state exactly how magazine is addressed. Change cannot be made without the old as well as the new address, including postal zone number if you have one.

Address all subscriptions and correspondence concerning them to: LIFE Subscription Dept., 540 N. Michigan Ave., Chicago 11, Ill.

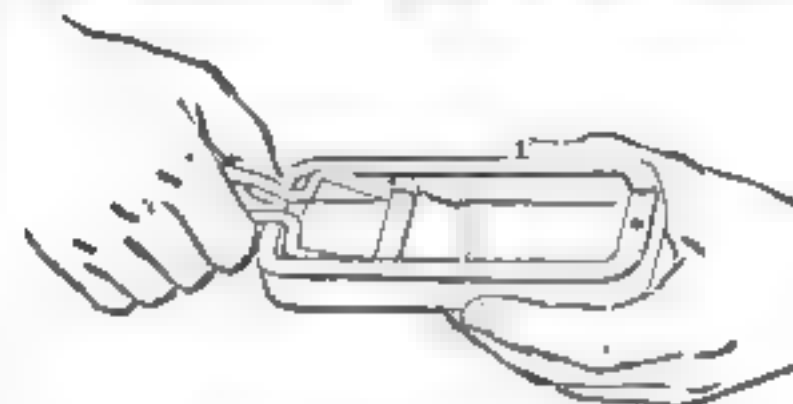
Address all editorial and advertising correspondence to: LIFE, Time & Life Building, 9 Rockefeller Plaza, New York 20, N. Y.

Time Inc. also publishes TIME, FORTUNE and THE ARCHITECTURAL FORUM. Chairman, Maurice T. Moore. President, Roy E. Larsen. Vice President & Treasurer, Charles L. Stulman. Vice President & Sales Director, Howard Black. Vice Presidents, Allen Grover, C. D. Jackson, P. L. Prentice. Vice President & Secretary, D. W. Brumbaugh. Comptroller & Assistant Secretary, A. W. Carlson. Production Manager, N. L. Wallace. Circulation Director, F. DeW. Pratt. Producer THE MARCH OF TIME, Richard de Rochemont.

the only
safety razor
that makes
every shave
to order



ROLLS RAZOR



...automatic stop and hone "tune up"
the lifetime blade in 27 seconds. \$15
no luxury tax



Service Branches: 33 West 46th Street New York 19
336 South La Brea Avenue Los Angeles 36

Everywhere you go...



Sanforized
Broadcloth
#3

SUSQUEHANNA, 1250 Broadway, New York 18

ITS GLORIOUS FRAGRANCE TELLS YOU

Libby's is picked at **PEAK FLAVOR**

FOR THE "SNOW BALLS" use your favorite cake recipe (angel, white, or yellow). Fill paper cups three-fourths full of the batter and bake in muffin tins. Then entirely frost the balls with 7-minute icing*, and toss them in shredded coconut.

FOR THE "GOLDEN TOUCH" on this beautiful dessert platter, choose Libby's Pineapple. And as you open the can and drain off the juice, note the wonderful fragrance... the sweet, fresh aroma that comes only from pineapple ripened to its full glory! You see, Libby's "pedigreed pines"—whether they are to be packed in slices or chunks, or juiced—are always picked at peak flavor.

FOR THE CENTER of your glorious dessert tray, buy colorful mint candies. When you put them on your shopping list be sure to write "Libby's Pineapple" at the top. Get plenty and enjoy Libby's peak-flavor goodness often in slices, chunks and sparkling juice.

LIBBY, McNEILL & LIBBY,
Chicago 9, Ill.

Listen to "MY TRUE STORY" thrilling real life dramas. Every morning Mon. thru Fri. 10:00 EST, 9:00 CST, 11:30 MST, 10:30 PST. ABC Stations.



*Recipe in any cook book

THIS IS
LIBBY'S 80th YEAR

IN ALL FRUITS
LOOK TO **Libby's**
FOR PERFECTION



Some things you should know about the common cold

No. 209 in a series of messages from Parke, Davis & Co.
on the importance of prompt and proper medical care.



MOST PEOPLE in the United States and Canada have two or more colds a year, each lasting about two weeks and causing a considerable amount of stuffy discomfort.

The danger of the common cold lies mainly in the other infections that may follow after it. For a cold lessens your resistance, and is likely to pave the way for other, more serious, respiratory ailments.

Sinusitis, ear infections, bronchitis, and the various forms of pneumonia are frequently ushered in by a cold. Pneumonia, particularly, is likely to attack a person who is overtired, or run-down because of a severe cold.

True, many of these respiratory diseases are not

as dangerous as they used to be. (Modern infection-fighting drugs—such as penicillin and the sulfa drugs—offer highly effective treatment for many cases.)

But, of course, it is always better to *prevent* a serious illness whenever possible.

If you have a cold, it's just good sense to stay away from people, to avoid spreading the infection; and to get plenty of rest—in bed if possible.

If your cold is accompanied by fever, a persistent cough, or a pain in the chest, face, or ear, call your doctor at once.

The sooner you seek his help, the more he can do to help you avoid a long and serious illness.

And, in the case of children, an early examination may disclose that what appears to be only a cold may instead be a starting symptom of an entirely different disease, such as measles or scarlet fever.

SEE YOUR DOCTOR. Never try the foolhardy experiment of dosing yourself. Your doctor's treatment of one illness may be quite different from his treatment of another illness which appears the same to you.

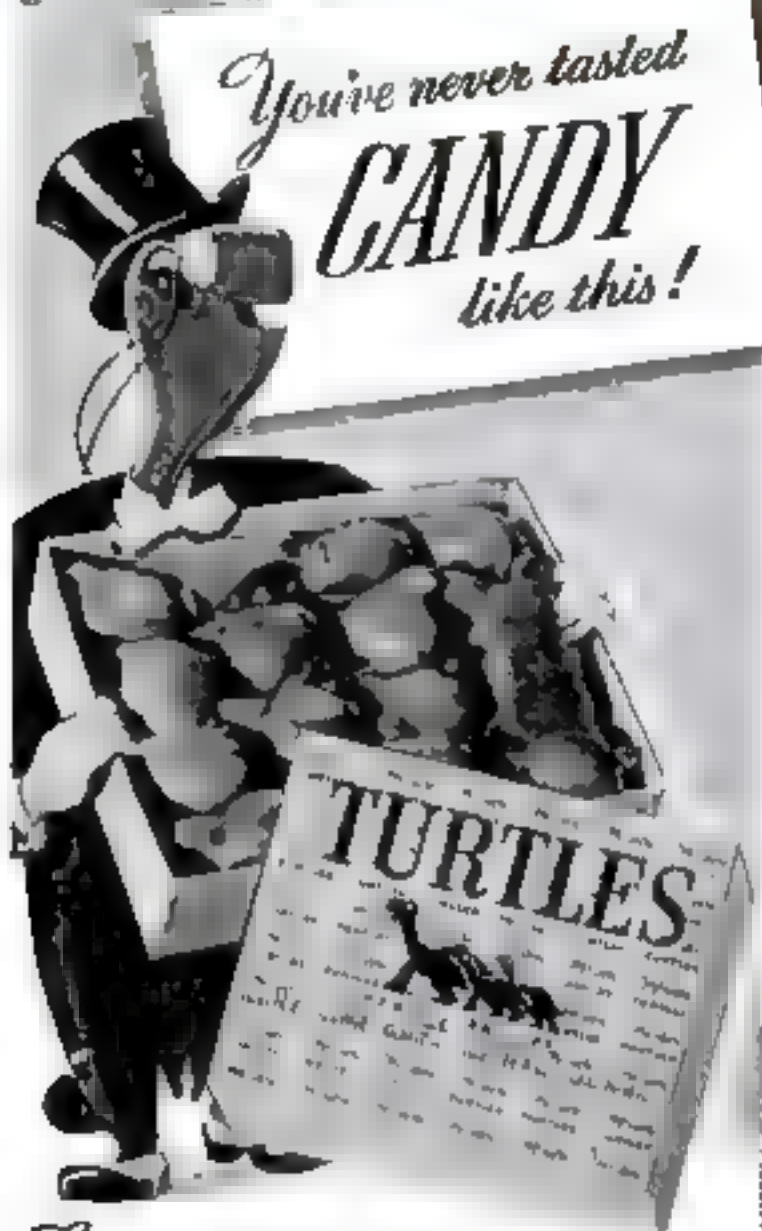
Let your doctor diagnose your ailments. Let him decide what treatment is best for your particular case. Then follow his instructions to the letter. His advice is the only advice you should take on any question that concerns your health.

Makers of medicines prescribed by physicians

COPYRIGHT 1945, PARKE, DAVIS & CO.

PARKE, DAVIS & CO.

Research and Manufacturing
Laboratories, Detroit 32, Mich.



Let us send you a pound...

• **TURTLES** • are far more than just superfine ingredients—they are "created to a candy ideal" from delectably creamy caramel, rich milk chocolate and selected pecans. A distinctive gift. Enclose \$1.75 for one pound; \$1.55 for each additional pound sent to same address, same shipment. Prices include postage, insurance, and handling charges. DeMet's, Inc., Div. C-250, 312 W. Madison St., Chicago 6, Ill.

TURTLES is the reg'd Trade Mark of DeMet's, Inc.



the secret's in the circle!

only **PETER PAN** makes

Merry-Go-Round

Figure problem? For FREE booklet, "Your New Guide to Bustline Beauty," write Dept. L-6, Peter Pan 312 Fifth Avenue, New York 1, N. Y.

LIFE

EDITOR-IN-CHIEF Henry R. Luce
PRESIDENT Roy E. Larsen
EDITORIAL DIRECTOR John Shaw Billings

BOARD OF EDITORS

Daniel Longwell, CHAIRMAN
Joseph J. Thorndike, Jr., MANAGING EDITOR
Wilson Hicks, EXECUTIVE EDITOR
Edward K. Thompson, ASSISTANT MANAGING EDITOR
John K. Jessup, EDITORIALS
Charles Tudor, ART DIRECTOR

Joseph Kastner, Robert Coughlan,
Philip H. Wootton, Jr., Oliver Jensen,
Sidney L. James, Fillmore Calhoun.

SENIOR WRITERS

Noel F. Busch, John Chamberlain,
Charles J. V. Murphy, Winthrop Sargeant.

ASSISTANT EDITORS

Herbert Brean, Gene Cook, Matland Edey,
Lynett Havemann, John Jenkins, Rich-
ard W. Johnston, Sally Kirkland, Kenneth
MacLennan, Donald Marshall, Tom Pri-
detoux, Lillian Rixey, Maria Serrano, John
Thorne, Margit Varga, A. B. C. Whipple.

REPORTERS

Earl Brown, Robert Campbell, Frank
Cannon, George Catramis, John Dille,
Lee Eittinger, Gene Farmer, John Haver-
stick, John Hay, Barbara O'Connor, Jeanne
Perkins, Claude Stanush, Robert Wallace,
Bishop White.

RESEARCH STAFF

Marian A. MacPhail, CITY
ASSISTANTS: Jo Stuechan, Joan Werblin,
Valerie Vondermuhl, Helen Deuell.

RESEARCHERS: Constance Bahington-
Smith, Mary Elizabeth Barber, Margaret
Bassett, Nancy Bean, Patricia Beck, Mar-
tha Le Bonet, Ines Buonodono, Tom Cor-
michael, Kay Doering, Hilda Edson,
Phyllis Feldkamp, Constance Foulk, Ted
Harris, Shirley Hering, Marjorie Isaman,
Mary Leatherbos, Jeanne LeMouster, John
Lawrence, Geraldine Lux, Hildegarde May-
nard, Beatrice Parker, Jacqueline Parsons,
Joan Patterson, Dorothy Seiberling, Kath-
leen Scottall, Patricia Smith, Jacquelyn
Snow, Dana Solomon, Jeanne Stahl, Lucille
Stark, Rachel Tuckerman, Elizabeth Van
Dyke, Jane Wilson, Monica Wyatt, David
Zorlin.

PICTURE BUREAU

EXECUTIVES: G. W. Churchill, Robert
Curvin, Ray Mackland, Dorothy Hoover,
O. A. Graubner, Alma Eggleston.

PHOTOGRAPHERS: Jack Bires, Cornell Capa,
Edward Clark, Ralph Crane, Loomis Dean,
David Douglas Duncan, Alfred Eisenstadt,
Elton Erskine, J. R. Eyerman, N. R. Far-
man, Andreas Feininger, Albert Fenn, John
Furca, Herbert Gehr, Fritz Goro, Alan
Grant, Bernard Hoffman, Martha Holmes,
Yale Joni, Mark Kaufman, Drucis Kessel,
Wallace Kirkland, Nana Leon, Anthony
Lanc, Thomas McAvoy, Ralph Morse,
John Phillips, Walter Sanders, Frank Seber-
schel, George Silk, George Skadding, W.
Eugene Smith, Peter Stackpole, Charles
Steenacker, William J. Sumu.

PICTURE RESEARCHERS: Muriel Ballard,
Jane Bartels, Mary Carr, Margaret Gold-
smith, Natalie Kosek, Ruth Lester, Maude
Miner, Helen Rounds, Margaret Sargent,
Muriel Trebay.

LAYOUT

Michael Phillips, Bernard Quint, William
Gardner, Hilda Auerberger, Matt Greene,
Earl Herch, Anthony Modaro, Frank Stock-
man, Dorothy Watkin, Alfred Zingaro.

NEWS SERVICES

DOMESTIC: David Hulburd (Chief), Helen
Robinson, Dorothy Sterling, Jean Snow,
Bureau Heads—Washington: Robert T. Olson,
Chicago: Penrose Scull, Los Angeles: James
Paton, Correspondents—Washington: Irene
Baint, Holbrook Bradley, Milton Orshel-
sky, Arthur Shay, Chicago: Hugh Moffett,
Helen Douglas, Colas Phauzy, Los Angeles:
Jack Beardwood, Oliver Allen, Roy Craft,
Alice Crocker, Atlanta: William S. Howland,
John Bryson, Boston: Jeff Wylie, Richard
Wilkes, Dallas: Holland McCombs, Don
Morris, Denver: Barron Bearbar, Detroit:
Fred Collins, San Francisco: Fritz Goodman,
Martin O'Neill, Seattle: Sidney Copeland.

FOREIGN: Manfred Gottfried (Chief of Cor-
respondents), Eleanor Welch, Senior Cor-
respondents—John Osborne (British Isles),
Robert Sherrod (Pacific), Bureau—London:
Patrick O'Sheel, Frances Lavoon, Paris:
Andre Laguerre, Elmer Lower, Mathilde
Carnacho, Bernard Frimell, Berlin: John
Scott, Will Lang, Percy Knauth; Prague:
Robert Low, Rome: Emmet Hughes; Mos-
cow: John Walker, Cairo: Donald Burke,
New Delhi: Robert Neville; Shanghai:
William P. Gray, John Purcell, Tokyo:
Carl Mydans, Mexico City: John Stanton,
Buenos Aires: William W. Johnson, Rio de
Janeiro: William W. White.

PUBLISHER

Andrew Heiskell

ADMINISTRATIVE ASSISTANT

Shepard Spink

You can almost take 'em off like this with Benex Brushless Shave



Dear Benex.

You know, your new brushless
shave and a feather might make a
great team at that!

I haven't actually tried the
feather yet. But I have been
treating my rawhide beard to
Benex and I get dream shaves.
That wonder stuff leaves whiskers
limper than spaghetti. They
practically collapse when the
blade touches 'em!

That's because
Benex strips
the tough, oily
razor-baiting
"raincoat" off
each bristle.

Right. Benex
actually lets
beards soak
up 1/5 their
weight in
water.

Benex makes beards 1/5 water, you
say. Man, that's understatement.
Benex gets my beard wetter than a
mermaid at 40 fathoms! My blade
slips through the stubble like an
All-American back through a bunch
of high school subs.

What's more,
Benex keeps
'em flooded
all shave long

Benex, the pleasure is all mine.
You have put a new complexion on
my shaving troubles...and me.

Many thanks,

Louis M. Johnson

619 Linden Street
Camden, New Jersey

Beards become 1/5 water
(and shavers completely blissful)

with new



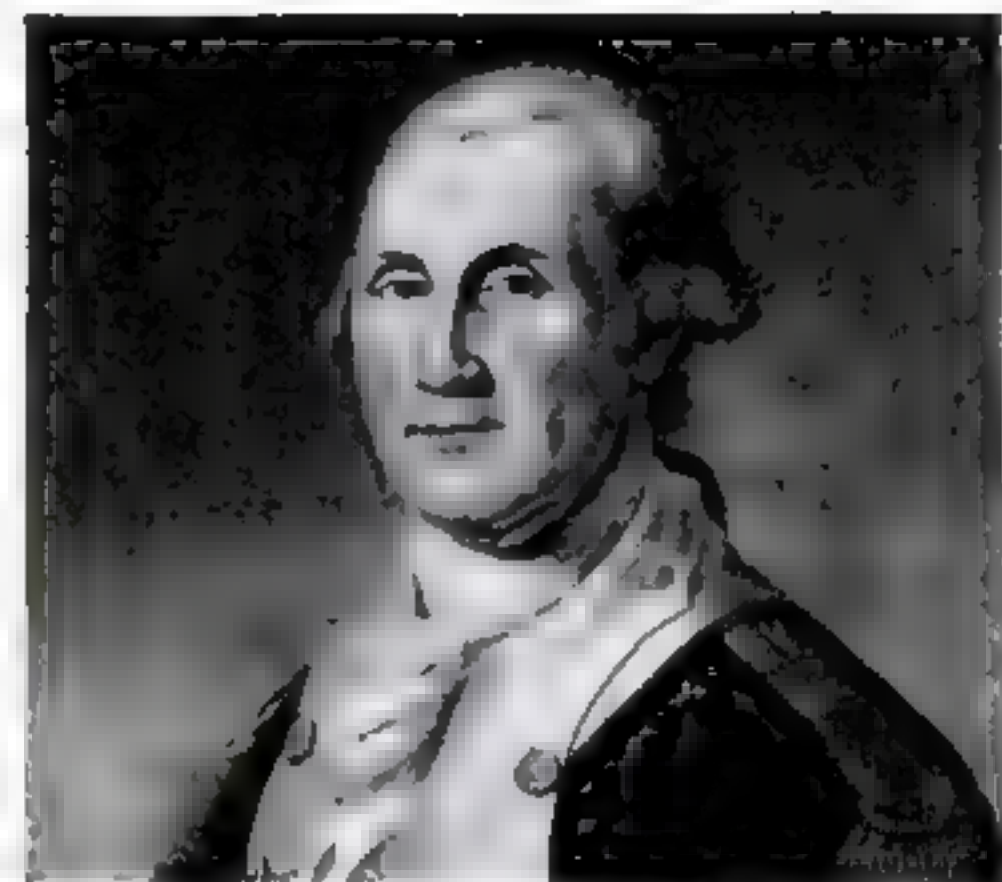
P. S. to you with the problem beard—Benex gives super
shaves—closer, quicker, fresher-feeling! Benex goes easy
on, easy off—no greasy feel... just wash face, spread on,
shave, rinse. Benex won't clog razor—light and creamy,
it rinses instantly... won't gum up razor or drain. Get
it? Get it today at your drug counter.

Bristol-Myers' Brushless Wonder



AS ARMY COMMANDER Washington was painted romantically by Charles Willson Peale. Portrait celebrates

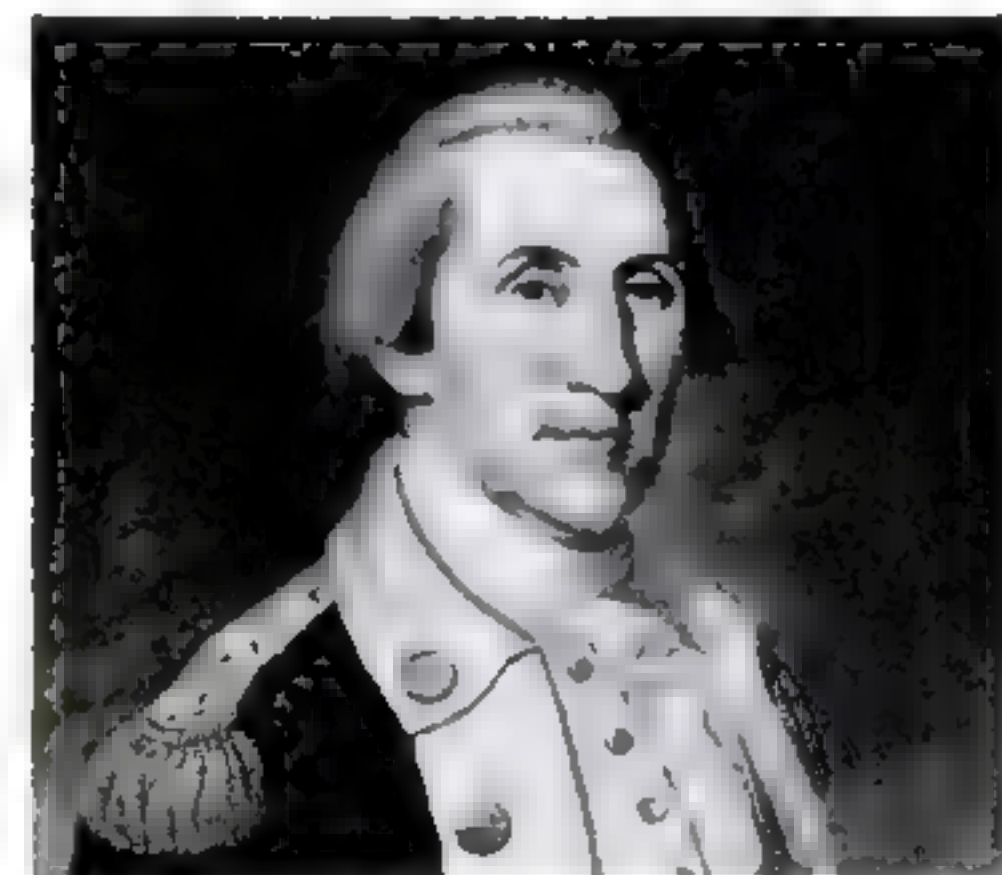
victory in battles of Trenton and Princeton by including Nassau Hall and columns of prisoners (*left background*).



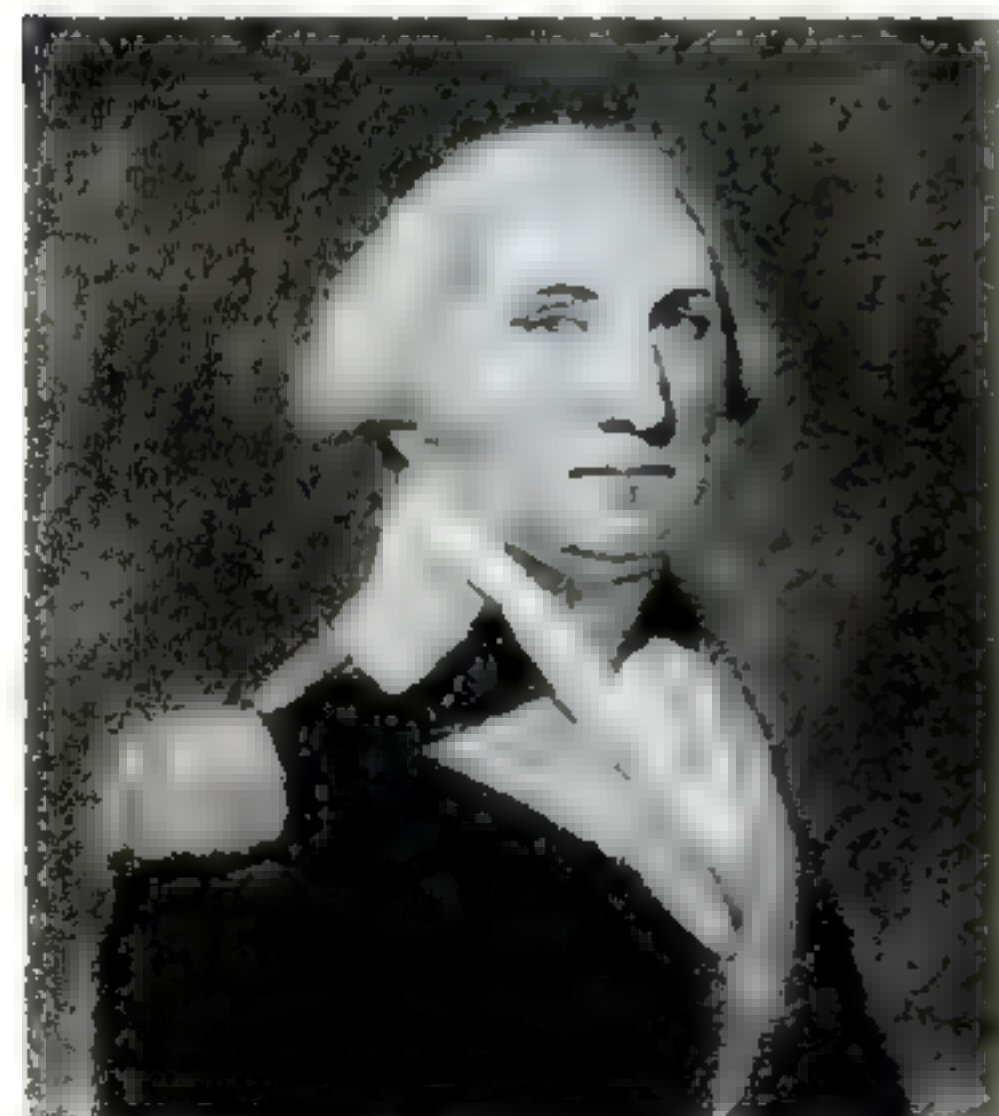
FRIENDLY FACE of Washington at 17 was painted by Charles Willson Peale in 1779. It is oldest portrait here.

SPEAKING OF PICTURES

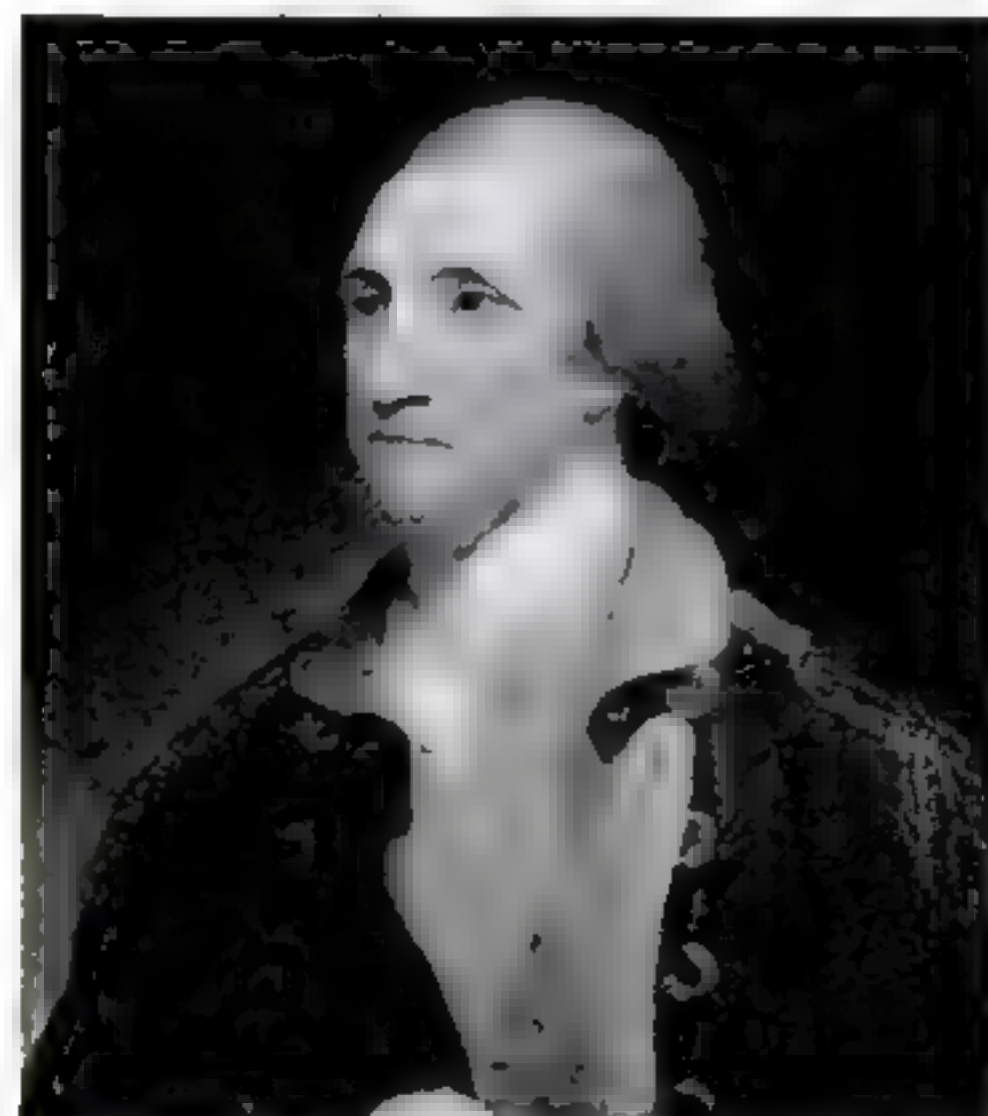
**...WHICH OF THESE
SHOWS WASHINGTON?**



COPIED PORTRAIT was done around 1780 by Charles Polk, who did 50 portraits—but never saw Washington.



HOMELIEST WASHINGTON was painted by James Sharples. Washington had reddish hair, powdered it white.



SQUIRE WASHINGTON posed for Robert Edge Pine in 1785 at Mount Vernon, before he was elected President.

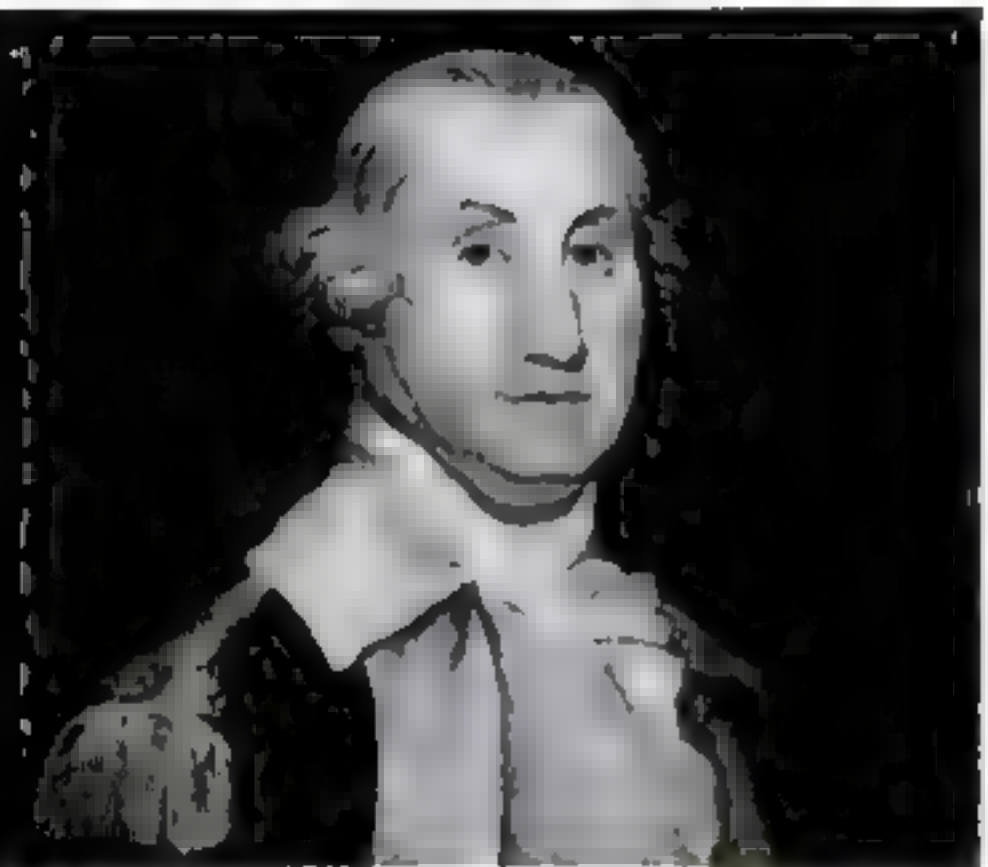


BEMEDALLED WASHINGTON was done by Thomas Sully. The medal denotes membership in an officers' club.

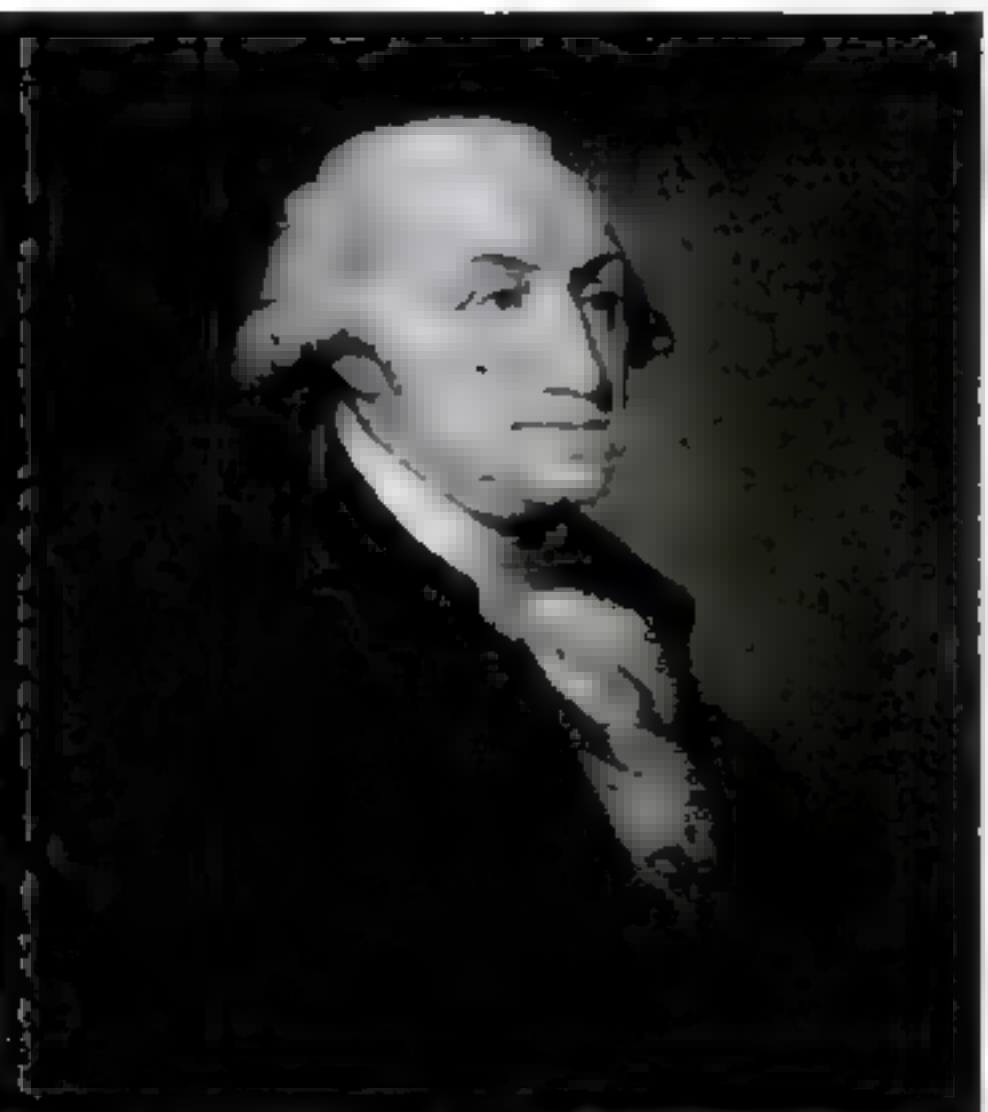


STERN FACE was painted by Rembrandt Peale, son of Charles W. Peale, who also painted the general (opposite).

Among the minor battles waged by General George Washington was a score of face-to-face skirmishes with portrait painters. The general's reluctant consent to pose was won only by insistent artists, and then sometimes only after heckling from his wife. When a painter arrived Washington would sit for him unhappily, grumbling and chafing in his chair and on occasion even falling sound asleep. Such an unsatisfactory sitter was a trouble to the artists who were trying to paint him. No two seem to agree on exactly what Washington looked like. In every portrait the general's face came out a little differently, until today it is impossible to say which of those reproduced here shows the real George Washington.



FAVORITE PORTRAIT of Washington himself was by Joseph Wright, recommended by Benjamin Franklin.

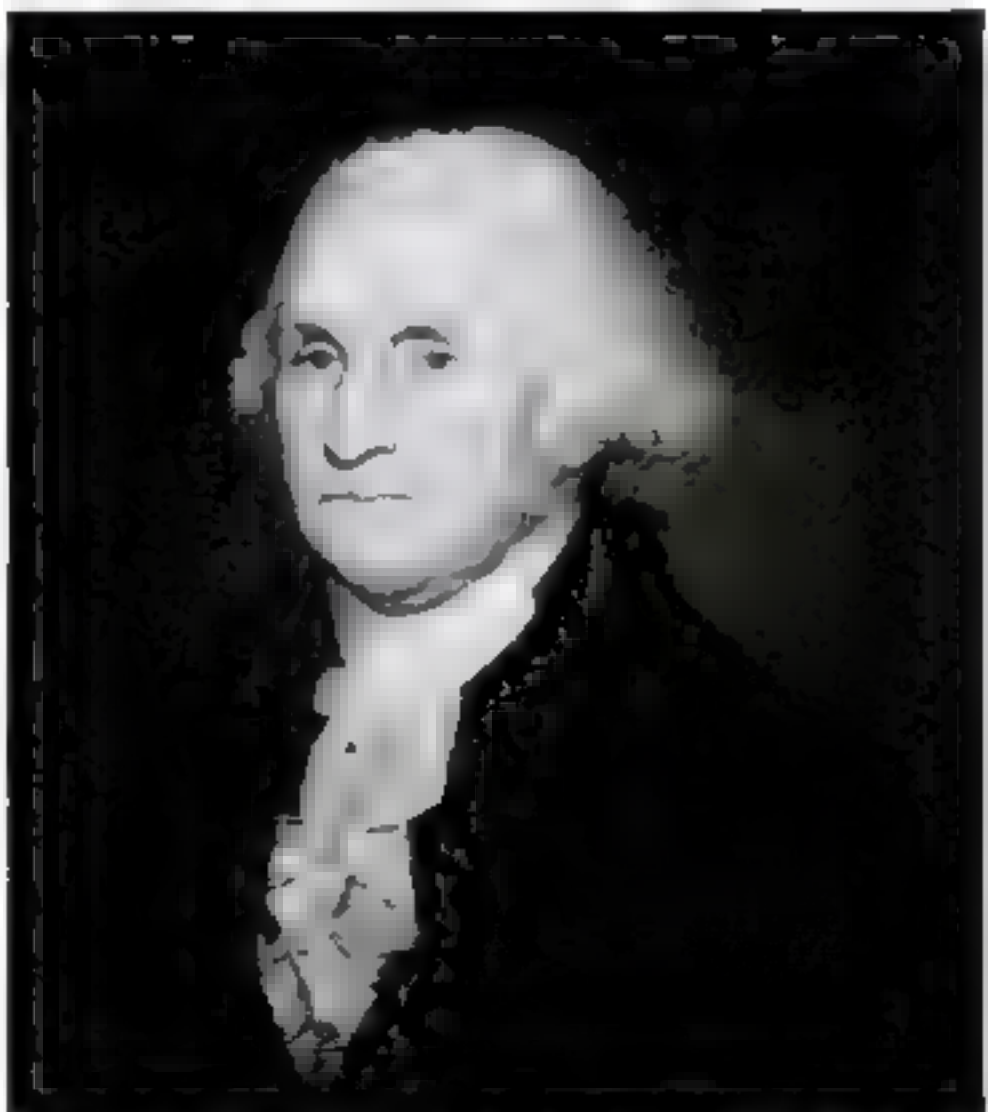


HEAVY-JOWLED WASHINGTON was painted by Edward Savage. Washington had blue eyes and pale cheeks.

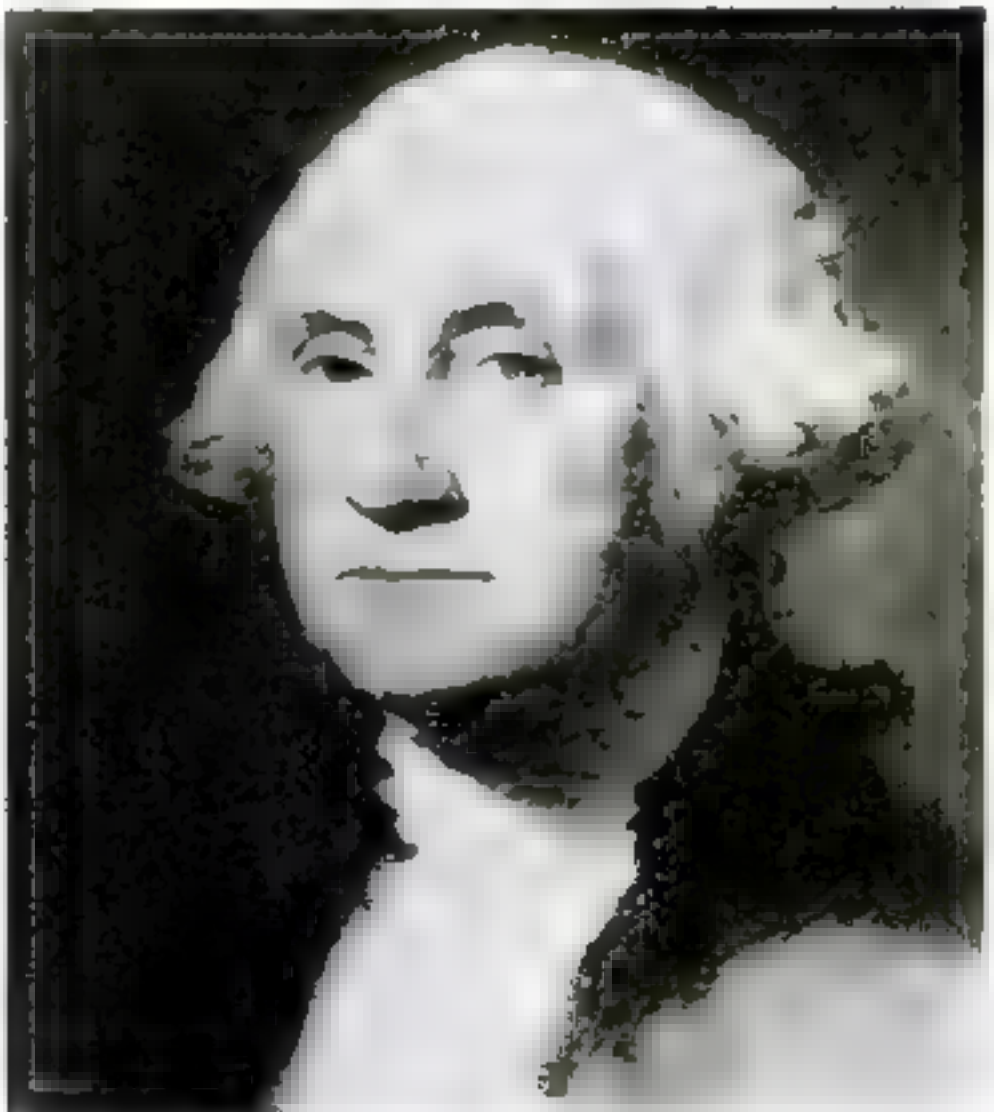


AS FIRST PRESIDENT, Washington in 1796 posed stiffly, sword in hand, for Gilbert Stuart, who made a for-

tune selling his portraits of Washington. Here the President's mouth is misshapen due to a new set of false teeth.



AGED WASHINGTON looks tired. Portrait was done by Rembrandt Peale four years before Washington died.



BEST-KNOWN WASHINGTON is on 3¢ stamps. Artist Gilbert Stuart never finished it but sold 70 copies.

She's Just a Zero to Her Hero!



COLGATE DENTAL CREAM
Cleans Your Breath
While It Cleans
Your Teeth!



Always use
COLGATE DENTAL CREAM
after you eat
and before every date!

SPEAKING OF PICTURES

CONTINUED



FEMINE WASHINGTON was portrayed in London's *Rambler's Magazine*. It shows him thrashing Britannia while Holland, France and Spain approve.

HIS CARICATURES

The indignities of being idealized by portrait painters were small compared to those George Washington suffered at the hands of cartoonists. The enemy British magazines during Revolutionary times made sport of his features and also his manner of dress (above). Once the laughing British even circulated a terrible story purporting to be a deathbed confession of Washington's wife Martha (who actually was still very much alive at the time). In this confession the British reported that Martha had said the general was really not a man at all but, instead, a woman.



BOYISH WASHINGTON (right) pulls 13 colonies, represented by zebra, toward himself as Lord North (left) and British try to pull zebra away from him.

FOR THRIFTY MAIN DISHES
... CATCH ONTO THE



A KRAFT CLASSIC YOU'LL USE DOZENS OF WAYS—quick-made Velveta sauce

I'll write you in a letter sometime... which
 the old Andromeda... saw the... V...
 away... story... with... I... of...
 ... a... the... the... the... the...
 the... which... the... the... the...
 ... the... the... the... the...
 ... to add... the... the... the...
 value to many a... the... the... the...
 ... the... the... the... the...
 ... the... the... the... the...

But this Viceroy did 2 powerful things:
have party to spread and care for stocks and soil
was less a factor for money. Try the same thing
back soon serve the Viceroy's sake on all his
to protect and that a good thing for

[illegible]

SAVE MONEY Remember that ounce for ounce there is no other basic food that matches cheese for high quality complete protein for calcium, phosphorus and other nutrients from milk.



Copyright © 1944 by Kraft Foods Company

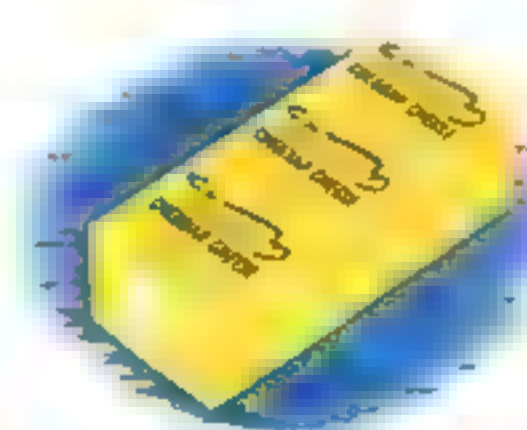
The world's favorite cheeses are made or imported by **KRAFT**

It's tantalizingly sharp! And "Old English" is a Kraft pasteurized process cheese always cooks perfectly.

It's mellow as old wine - this golden Chantelle with scarlet coat. Gay and delicious on your cheese tray.

MacLaren's Imperial is the aristocrat of aged cheddars, famous over 50 years in this country and Canada.

Kay Brand is a mellow natural cheddar made of pasteurized milk. The newest Kraft triumph.



Main dishes! Snacks!
Sandwiches! Party fare!
You're ready for them if
you have an assortment
of cheese varieties on
your "KRAFT SHELF."



WEALTHY FAMILY

If family happiness is family wealth, this family seems to have it.

And they all agree that the richest item in their fortune is the wonderful country they live in. They travel it, explore it, enjoy it, record their adventures year after year.

The speedometer on their Dodge Sedan reads more than 100,000 miles.

Incidentally, their record book, for all that mileage, shows a total mechanical expense of \$24.60.

That, says Mr. Bunce, is Dodge Dependability down to date. The family agrees and will tell you all about it if you ask them.

Dodge

SMOOTHEST CAR "AFLOAT"

Lowest Priced Car with Fluid Drive

COPYRIGHT UNDER INTERNATIONAL COPYRIGHT CONVENTION. ALL RIGHTS RESERVED.
UNDER PAN-AMERICAN COPYRIGHT CONVENTION. COPYRIGHT 1948 BY TIME INC.

CONTENTS

THE WEEK'S EVENTS

JIEVUTE PAULEKIUTE BECOMES MRS. WINTHROP ROCKEFELLER	29
EDITORIAL: CIVILIZATION	34
SNOWSLIDE SWEEPS RAILROAD CARS OVER CLIFF	35
THE MARKETS TAKE A SLUMP	38
WARDENS RESCUE TRAPPED DEER	39
DE VALERA'S CONTROL LOOSENED BY IRISH ELECTION	40
TOP HEAVY TRAILER TRUCK CAPSIZES	42
PEOPLE	47
DOG SHOWS	107

CLOSE-UP

KING OF THE BANDITS	63
---------------------	----

PHOTOGRAPHIC ESSAY

SKIING, PHOTOGRAPHS FOR LIFE by RALPH CRANE	71
---	----

MOVIES

TROUBLE IN HOLLYWOOD	55
"T-MEN"	136

THEATER

BROADWAY CHEERS NEW COMIC STAR	87
--------------------------------	----

SPORTS

WRESTLING PLAYED STRAIGHT	93
---------------------------	----

MEDICINE

CLINIC FOR SICK MINDS	99
-----------------------	----

FASHIONS

NECKLINE BUILD-UP	115
-------------------	-----

HISTORY

TOYNBEE'S BEST SELLER	118
-----------------------	-----

EDUCATION

HOMEMADE PLANETARIUM	140
----------------------	-----

OTHER DEPARTMENTS

LETTERS TO THE EDITORS	15
SPEAKING OF PICTURES: WHICH OF THESE SHOWS WASHINGTON?	22
LIFE VISITS THE WASHINGTON POLITICAL EXILES	146
MISCELLANY: OH BOY, LEMONS!	156

THE COVER AND ENTIRE CONTENTS OF LIFE ARE FULLY PROTECTED BY COPYRIGHTS IN THE UNITED STATES AND IN FOREIGN COUNTRIES AND MUST NOT BE REPRODUCED IN ANY MANNER WITHOUT WRITTEN PERMISSION



LIFE'S COVER

The spectacular skiing maneuver on LIFE's cover goes by the formidable name of *Geländesprung*. It is a leap upward and forward in which the skier propels himself with his sharp poles. This is a bit too difficult for the beginner, but experienced skiers like Norwegian-born Olof Rodegard do a *Geländesprung* when they are hurdling obstacles in cross-country skiing. Rodegard is a 37-year-old professional who gave 1,800 skiing lessons last year at Timberline Lodge on Oregon's Mt. Hood, where Ralph Crane took the magnificent color photographs which appear on pages 71 through 85.

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources, credit is recorded picture by picture (left to right, top to bottom) and line by line (lines separated by dashes) unless otherwise specified.

COVER—RALPH CRANE FROM B.S.	87, 88, 90—EILEEN DABBY FROM G.H.
22, 23—SCOTT & FOWLES(2), COURTESY BROOKLYN MUSEUM COLLECTION—CEN. EDWARD SCHAFER JR., COURTESY SCOTT & FOWLES; CLENDENIN J. RYAN COURTESY SCOTT & FOWLES—MRS. WALTER JENNINGS COURTESY SCOTT & FOWLES; MRS. GEORGE F. BAKER COURTESY SCOTT & FOWLES (2); THE HON. HENRY FRATHER FLETCHER COURTESY SCOTT & FOWLES; NATIONAL GALLERY OF ART, WASHINGTON, D.C.; COURTESY LIBRARY OF CONGRESS	93, 94, 96—HANK WALKER
24—COURTESY BRITISH MUSEUM, LONDON	99—LISA LARSEN FROM G.H.
25—GEORGE SALKIN	100—LISA LARSEN FROM G.H.—BERNARD HOFFMAN
30—FROM THE "PURPLE AND WHITE" (1933, ENGLAND) WOOD HIGH SCHOOL, CHICAGO A.P.—CHICAGO HERALD-AMERICAN PHOTO FROM INT.; ACME (2); LUCAS AND MONROE FROM INT.—MURRAY KORMAN, ACME (2)	102—LISA LARSEN FROM G.H.
31, 32, 33—RICHARD LITTLE FROM INT. © 1948	107—LISA LARSEN
35—DAVID MATTHIAS AND FLOYD MCCALL © 1948 BY DENVER POST	108, 110—YLLA FROM RAPHO-GUILLUMETTE
36, 37—RALPH MORSE, HANK WALKER—CHART BY ANTHONY SOGARD; CARTOON BY CARLISLE © 1948 NEW YORK HERALD TRIBUNE, INC.; CARTOON BY BURT THOMAS IN DETROIT NEWS, RELEASED BY ASSOCIATED NEWSPAPERS, INC.; CARTOON BY DORMAN H. SMITH OF NEA SERVICE, INC.	113, 116—LISA LARSEN
38, 39—CHARLES J. JOHNSTON	118—DRAWING BY CHARLES E. MARTIN
40, 41—ANTHONY LINCK	119—FRANK SCHERSCHEL
42—JIM ADAMS	120—SECOND FROM T. THE BETTMANN ARCHIVE—COURTESY THE TRUSTEES OF THE BRITISH MUSEUM—COURTESY METROPOLITAN MUSEUM OF ART—THE BETTMANN ARCHIVE—SET, COURTESY METROPOLITAN MUSEUM OF ART
47—FRANCIS MILLER	121—LT. DMITRI KESSEL—N. R. FARFMAN, GEORGE SILK—COURTESY THE BYZANTINE INSTITUTE OF AMERICA, FROM "JAPAN" BY F. W. DAVIS, PUBLISHED BY T. C. AND E.C. JACK, LTD.—INT., FRANK SCHERSCHEL—AT AMERICAN MUSEUM OF NATURAL HISTORY, NEW YORK—BY DMITRI KESSEL—COURTESY THE ASIA INSTITUTE, PHOTO BY ARTHUR UPHAM POPE, COLLECTION OF NATIONAL MUSEUM, MEXICO, D.F.
48—PRESLIT SOVPHOTO—ARTHUR GRIFFIN	122, 123, 124—DRAWINGS BY CHARLES E. MARTIN
50—JAMES THOMAS FROM THE CLEVELAND PRESS EXC. TOP A.P.	126—CULVER, THE BETTMANN ARCHIVE—A.P., ELIOT ELISOFON—DAVID DOUGLAS DUNCAN
55—RALPH CRANE FROM B.S.	128—LT. COURTESY EGYPT EXPLORATION SOCIETY—HANS WILD, THE SWEDISH HISTORICAL MUSEUM, STOCKHOLM
56—ELIOT ELISOFON, BOB LANDRY (2), W.W.—LORAN F. SMITH—PETER STACKPOLE, M-G-M, WARNER BROS.	130—COURTESY PHILADELPHIA MUSEUM OF ART, HISTORICAL PICTURES SERVICE—HANS WILD, CULVER
58—ALLAN GRANT	133—COURTESY METROPOLITAN MUSEUM OF ART
61—ALLAN GRANT—RALPH CRANE FROM B.S.—BOB LANDRY	135, 136, 139—EAGLE-LION FILMS
63, 67—MICHAEL STERN	140, 142, 145—ROBERT W. KELLEY
71—FROM 85—RALPH CRANE FROM B.S.	146, 147—THOMAS D. McAVOY
	148—THOMAS D. McAVOY INT.
	151, 152—THOMAS D. McAVOY
	155, 156—FRANCIS MILLER

ABBREVIATIONS. BOT., BOTTOM ©, COPYRIGHT; CEN., CENTER; EXC., EXCEPT; LT., LEFT; RT., RIGHT; T., TOP; A.P., ASSOCIATED PRESS; B.S., BLACK STAR; G.H., GRAPHIC HOUSE; INT., INTERNATIONAL; W.W., WIDE WORLD. THE ASSOCIATED PRESS IS EXCLUSIVELY ENTITLED TO THE USE FOR REPUBLICATION WITHIN THE U.S. OF THE PICTURES PUBLISHED HEREIN ORIGINATED BY LIFE OR OBTAINED FROM THE ASSOCIATED PRESS.



This Bunny
Has Big Ears!

All the better
to show off

Kayser's handsome
handsewn

"Doubletex"*

double-woven

cotton gloves.

L—white or black...

R—white, chamois, black.

At the nicest stores, 2.00

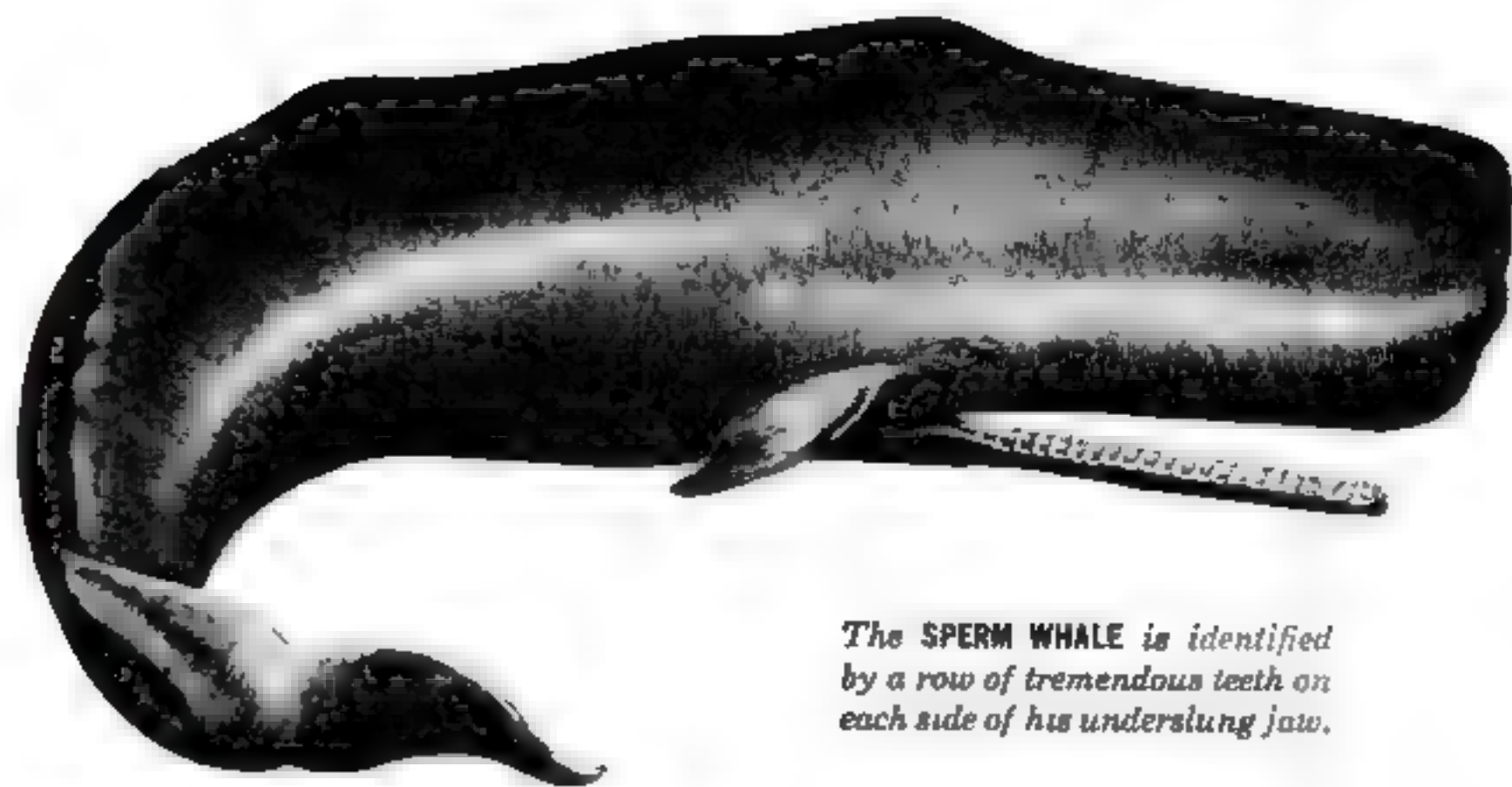
Be wiser—buy **KAYSER**

HOSIERY • GLOVES • UNDERTHINGS • LINGERIE

When you go down to the sea...

THE TRADE-MARKS[®] OF NATURE

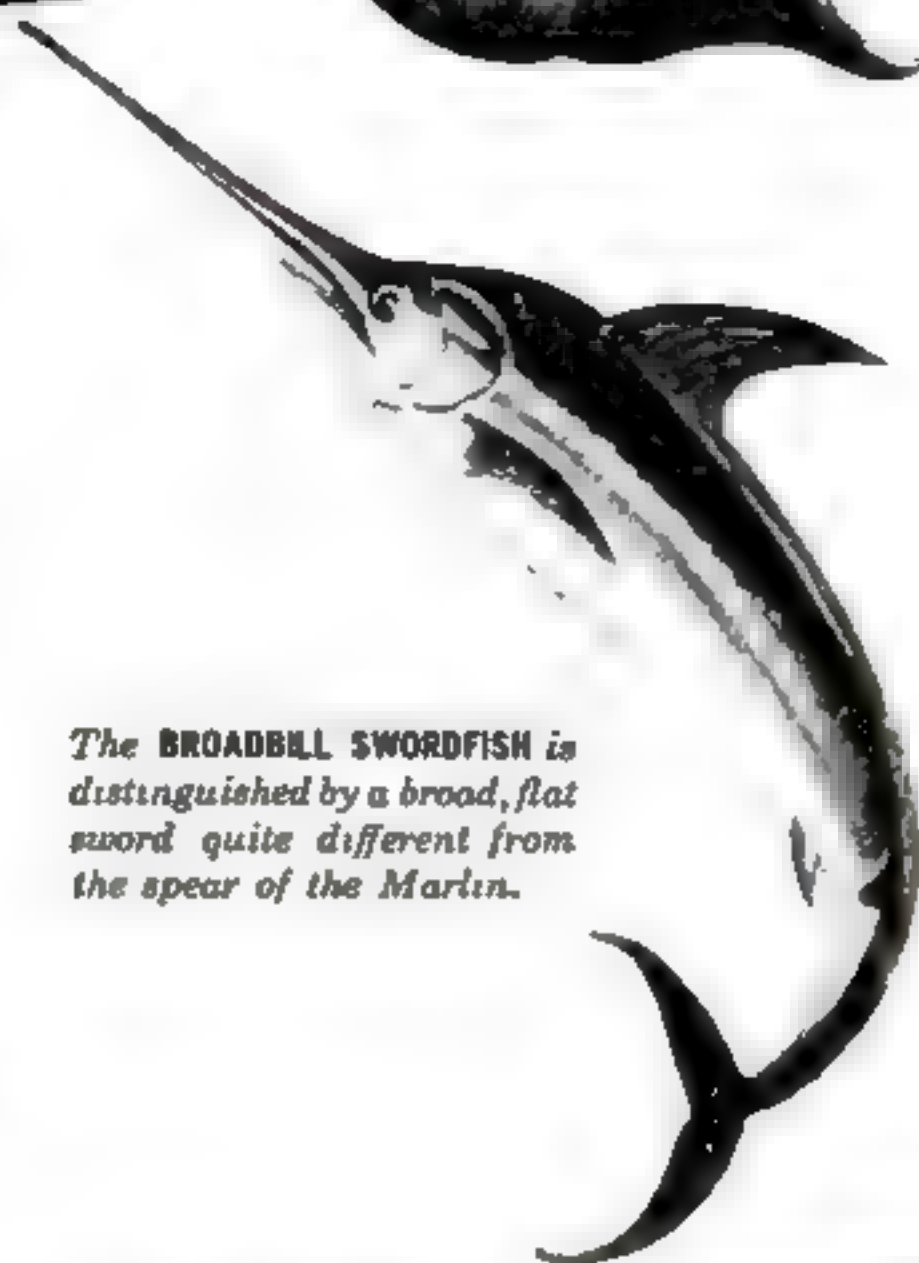
identify these salty giants



The SPERM WHALE is identified by a row of tremendous teeth on each side of his underslung jaw.



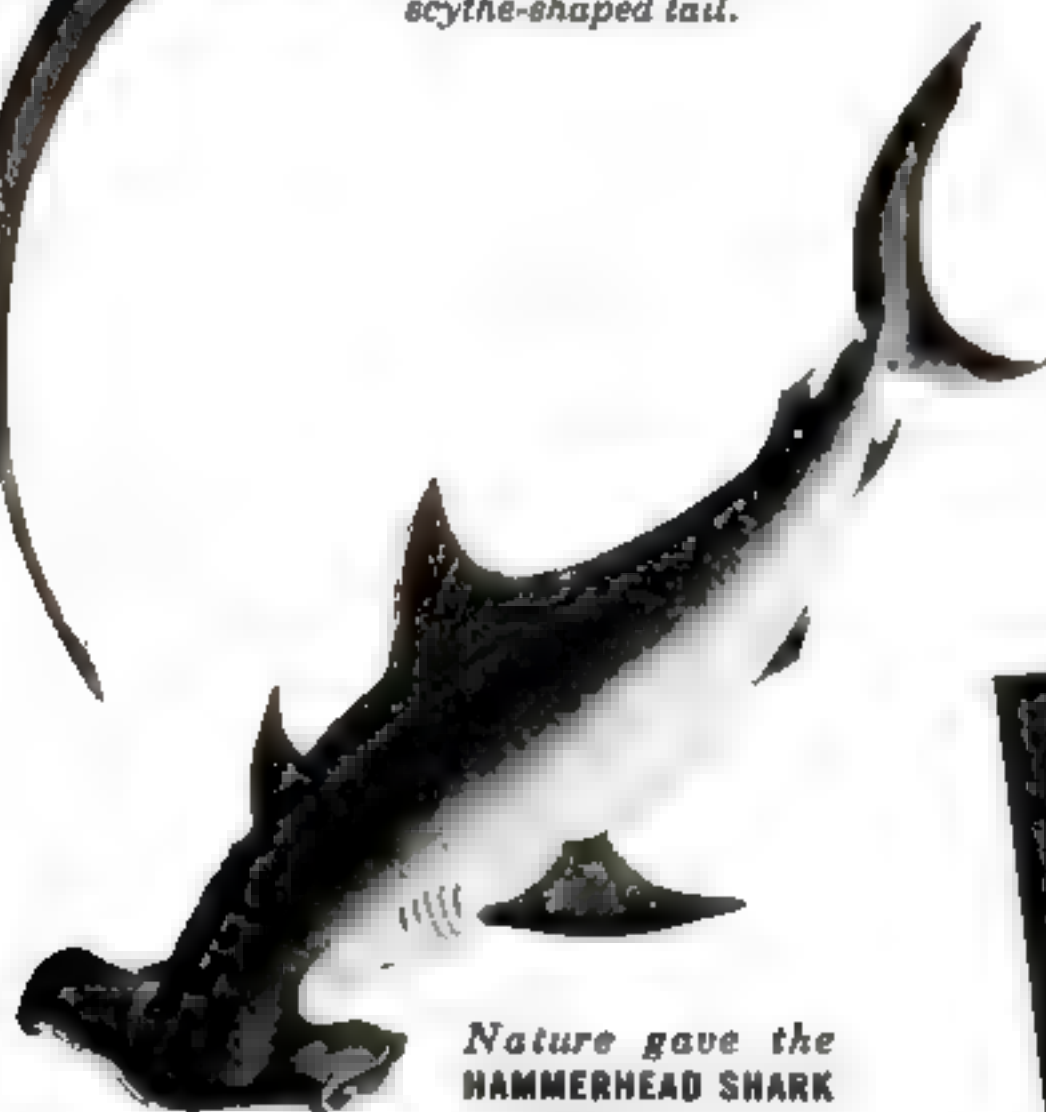
Distinctive mark of the THRESHER SHARK is his scythe-shaped tail.



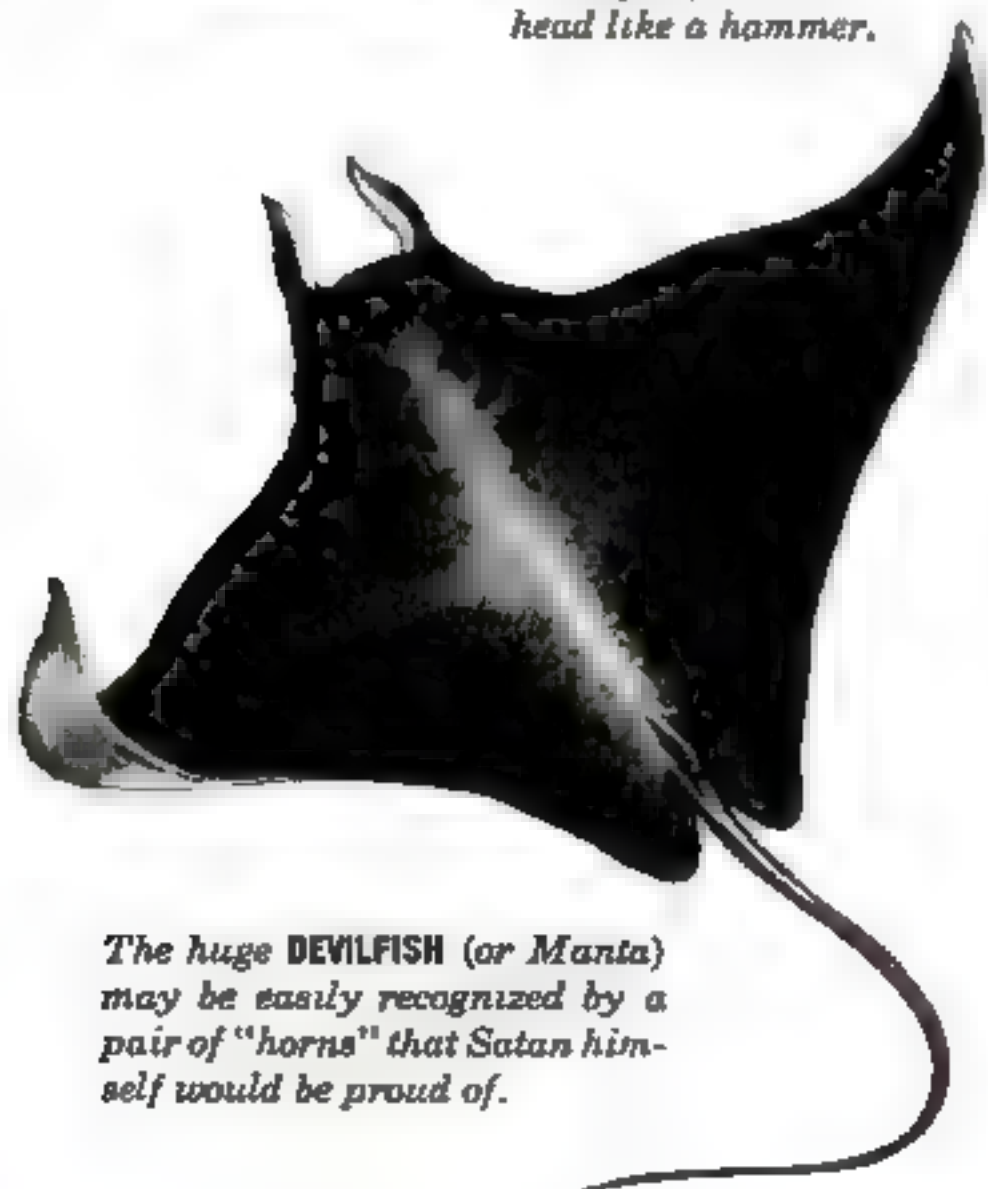
The BROADBILL SWORDFISH is distinguished by a broad, flat sword quite different from the spear of the Marlin.



A double-edged saw is the unique feature of the SAW-FISH.



Nature gave the HAMMERHEAD SHARK a unique feature—a head like a hammer.



The huge DEVILFISH (or Manta) may be easily recognized by a pair of "horns" that Satan himself would be proud of.

When you buy gasoline...

THE TRADE-MARK "ETHYL"

identifies gasoline stepped up with "Ethyl" antiknock fluid

To get the most mileage from your car, use high quality gasoline improved with "Ethyl" antiknock fluid and have your motor service man tune up your engine to take full advantage of its higher quality.

In these days when the oil industry is working night and day to keep up with the demand for gasoline, you can help conserve gasoline by driving only when necessary and avoiding long trips. Don't drive at high speeds, make "jack rabbit" starts or let your engine "idle" when parked. Have your car serviced regularly and keep tires properly inflated. Ethyl Corporation, N. Y.—makers of "Ethyl" antiknock compound.



*Prepared in cooperation with specialists of the American Museum of Natural History, N. Y.



"BOBO" SEARS HAD THIS PORTRAIT TAKEN IN NEW YORK'S CENTRAL PARK LAST JULY, SENT IT TO WINTHROP ROCKEFELLER JUST BEFORE SHE LEFT FOR PARIS

THE STORY OF JIEVUTE PAULEKIUTE

Thirty-one years ago in a sooty Pennsylvania mining town, a Lithuanian immigrant couple named Paulekiute became parents of a girl, whom they named Jievute. When Jievute was 4 the parents moved to Chicago and were divorced. They had settled in the Lithuanian colony on Chicago's South Side, and there in the noisome air of the polyglot stockyards district Jievute grew up.

In 1931 Jievute went to Eaglewood High School in Chicago, helped with school plays, and changed her name to its English equivalent, Eva Paul. In 1933, while still a junior, Eva entered a beauty contest at Chicago's Century of Progress Exposition where she became "Miss Lithuania." In 1935, having finished school in Lowell, Ind., she enrolled at Northwestern University but quit after a year and a half to try to get on the New York stage.

By 1939 she had managed to get some tiny parts, and then she was cast as Pearl in a road company version of the lusty Broadway hit, *Tobacco Road*. While this drama of Georgia low life was playing in Boston, Eva became exposed to Back Bay high life through a socialite named Richard Sears, then an undergraduate at Harvard. Eva's courtship included Christmas caroling on Beacon Hill and ended with her marriage to Sears in Washington, D.C. in February 1941. The Sears family liked Eva. So did most of Boston. Six months after her marriage she was admitted to the Social Register. But the marriage was unhappy and ended amiably six years later in a Reno divorce court. By then Eva was known as Barbara Sears.

Eighteen months ago at a dinner in a New York restaurant Mrs. Mary Elizabeth (Liz) Whitney

introduced Barbara to Winthrop Rockefeller, grandson of John D. Rockefeller and, at 34, the most eligible bachelor in the U.S. "Win, I want you to meet a perfectly charming girl," she had said. Soon it was Win and Bobo. Last week Winthrop recalled: "I saw her and I knew I was gone."

On Feb. 10 they drove 60 miles from Palm Beach to out-of-the-way Okeechobee, filed their application for a marriage license. They hoped no one would find out. But an alert Okeechobee reporter did, and the news got top billing as a "Cinderella" romance in the nation's press. On Feb. 13, 50 socialite guests, including the Duke and Duchess of Windsor, came to a discreet evening wedding reception, and just 14 minutes after the three-day waiting period expired at midnight Jievute Paulekiute became Mrs. Winthrop Rockefeller.

SOME MILESTONES IN THE LIFE OF THE GIRL WHO BECAME A ROCKEFELLER



IN SOPHOMORE CLASS at Chicago's Englewood High School in 1933 Jevute (front center) was known as Eva Paul, anglicized version of her Lithuanian name.



FARMHOUSE near Lowell, Ind. was Eva's home after family moved away from Chicago. Her mother and stepfather, Peter Neveckas, are still living in this house.



AS SENIOR at Lowell in 1935 Eva belonged to Red Peppers, an honor society.



AS "MISS LITHUANIA" at Chicago World's Fair in 1933 Eva won first fame.



AS MRS. SEARS in 1941 she made the Boston Social Register in six months.



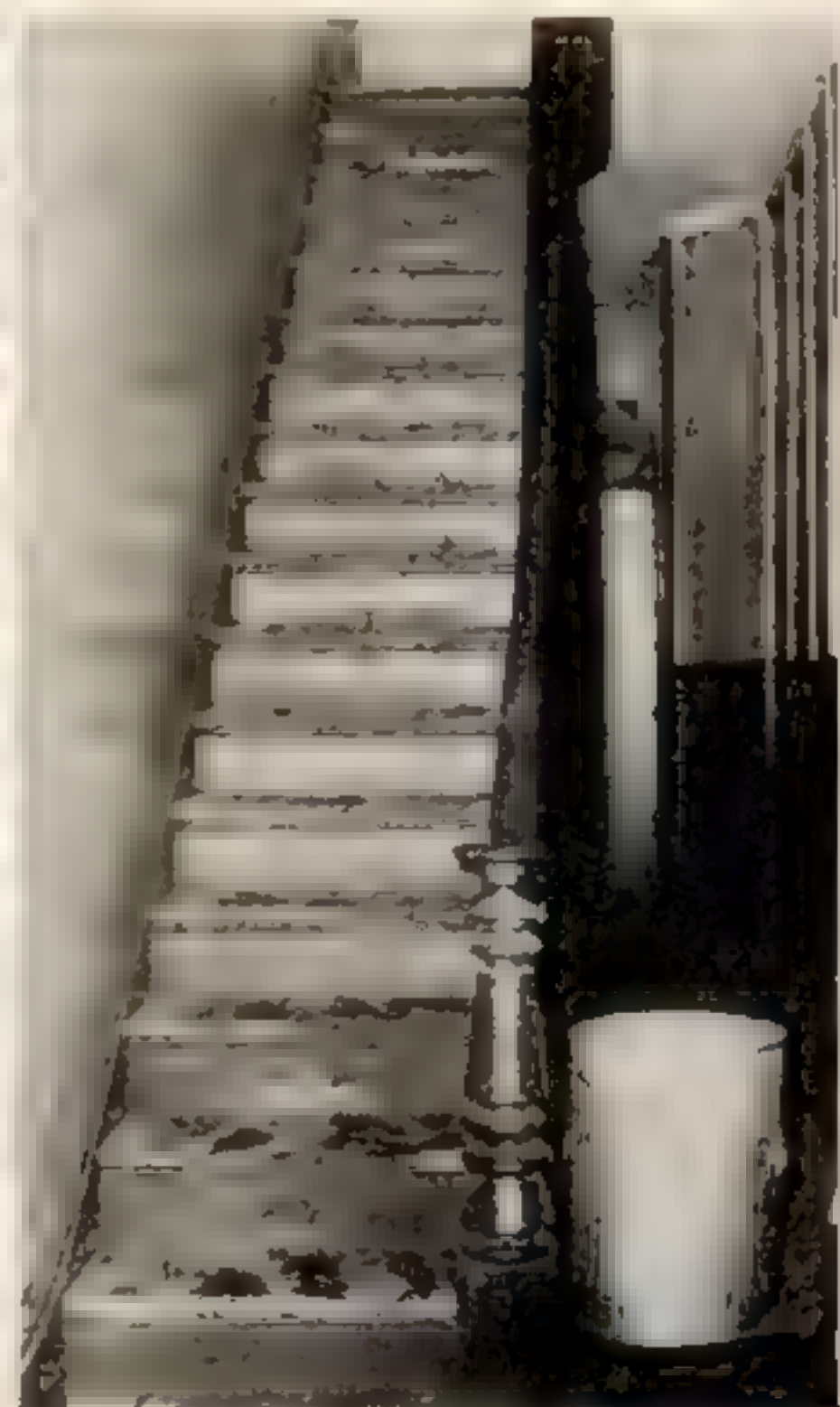
AS PEARL BENSEY in *Tobacco Road* in 1939 Eva played biggest theatrical part.



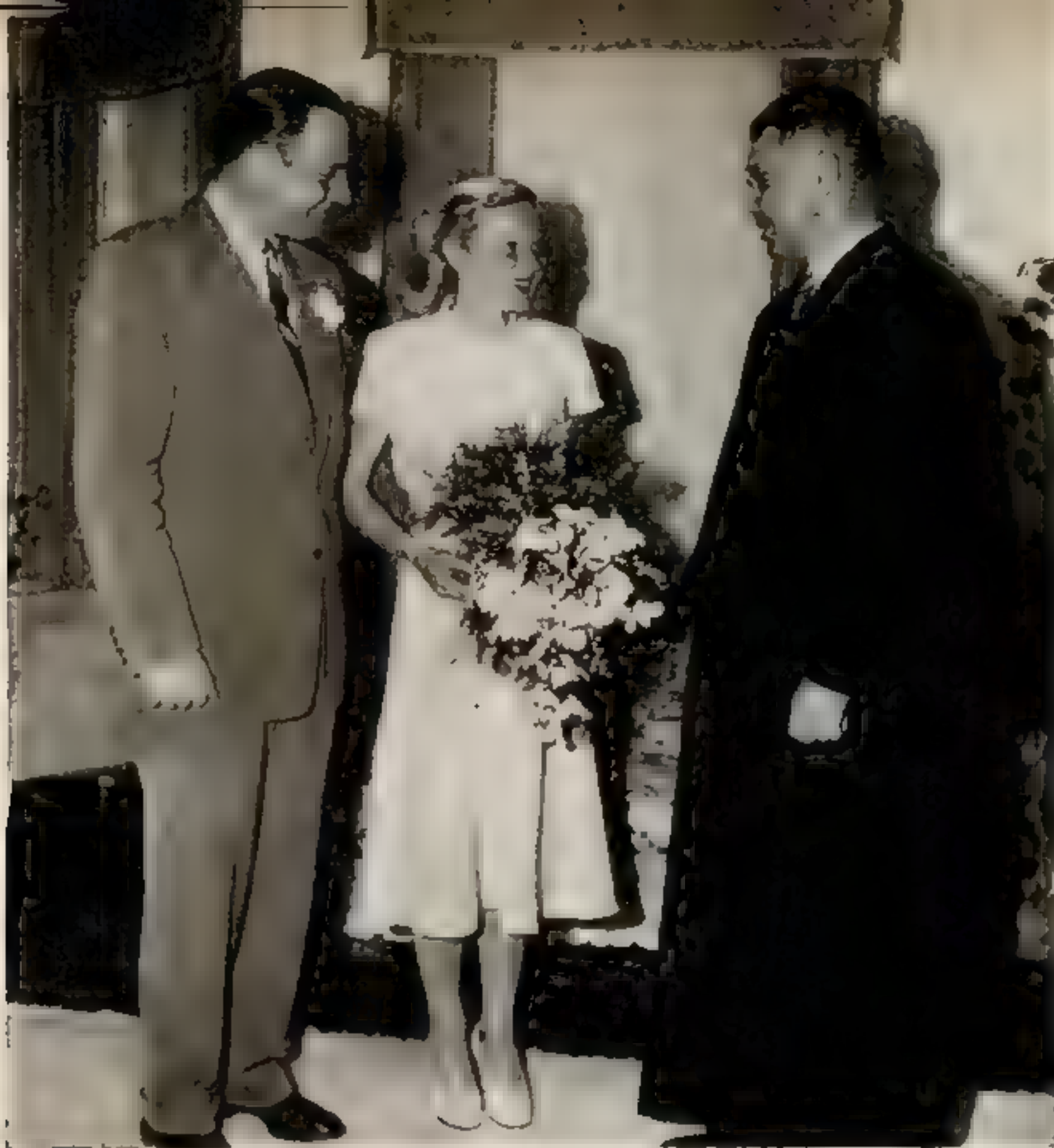
GLAMOUR PICTURE was made for Eva to show movie talent scouts. She got a few western roles.



NEW YORK HOME was fourth-floor apartment. It overlooks Third Avenue elevated but is reported to be lavishly furnished.



DINGY STEPS, ash can were first sight seen by Winthrop Rockefeller when he called at Eva's flat.



THE REVEREND WINSLOW DRUMMOND CONGRATULATES THE COUPLE AFTER THE CEREMONY



THE WEDDING CAKE IS CUT BY THE BRIDE, PASSED BY THE GROOM

RELATIVES AND FRIENDS, INCLUDING NELSON ROCKEFELLER (LOWER RIGHT) AND HOSTESS MRS. GUEST (STARTING DOWN STEPS) ARE ENTERTAINED BY NEGRO DANCER





WEDDING GUESTS Mrs. Crawford Hill, the wife of a New York broker, and Duchess of Windsor, who rose

to fame by an even more celebrated marriage 11 years ago, appraise the new Mrs. Rockefeller during the reception.

Rockefeller Wedding CONTINUED



"PRINCE MIKE" ROMANOFF, vacationing from California, and Alfred Vanderbilt meet at Guest's house.



BRENDA FRAZIER KELLY, famous glamour debutante of 1938, talks across her drink to Earl of Dudley



RANDOLPH CHURCHILL, in the U.S. on one of his lecture tours, holds hand of Lady Sylvia Stanley across the lap of Mrs. Manuela Hudson Vanderbilt after wedding.



THE DEPARTURE brings forth the newlyweds' biggest smiles. They checked into the Palm Beach Biltmore Hotel at 1:40 a.m., left next day for motor trip through South.



NOW MRS. WINTHROP ROCKEFELLER, BOBO TOSSES
HER BOUQUET OF WHITE ORCHIDS TO THE GUESTS

HOW TO THINK ABOUT "CIVILIZATION"

Is it just an accident, or is there some strange significance in the fact that Toynbee's great *Study of History* (p. 119) and the Hilliard-Sigman song called *Civilization* (Bongo, Bongo, Bongo, I don't want to leave the Congo) should be so popular at the same time? Toynbee takes it pretty much for granted that civilization is a good thing; the song, not so. Maybe Toynbee should write another book answering the not altogether frivolous question raised by the song.

Americans, with few exceptions, have also taken the desirability of civilization for granted. One of the exceptions was Mark Twain, who called our civilization "a shabby poor thing," said "I hate the sound of it," and wished "it was in hell, where it belongs." But even Twain acknowledged that "Poor as it is, it is better than *real* savagery, therefore we must stand by it." He had to line up with the majority after all, and the majestic word "civilization" gradually became practically synonymous with everything Americans hold dear.

As Charles Beard put it in *The American Spirit*, it has served us as "a powerful ultimatum of thought, the highest earthly tribunal for the trial of causes, the crowning sanction." Every orator appeals to it to justify whatever he is for or against at the moment. The only word that approaches it in all-around oratorical utility is its opposite, "chaos." As the advancement of civilization is the purpose of, so chaos is always the inevitable alternative to, whatever program the orator (or editorial writer) has in mind. Frank Moore Colby once described the formula for serious magazine writing thus: "Unless measures are taken at once to avert a certain contemporary peril, civilization will either collapse rapidly or will slowly disappear. There is the greatest diversity in the perils and in the measures to be taken, but the formula is always the same and the degree of anxiety is constant." From this viewpoint he added, "Human society is the tenderest of little potted flowers, watered by weekly or monthly tears, surviving by a miracle during the intervals of magazine publications."

Now this urbane, this civilized rib was written a generation ago, before the spread of concentration camps, the revival of torture, the official use of genocide, the splitting of the atom, and similar throwbacks and advances. Civilization was not in fact in danger in Colby's day in the same sense it is now. Even Toynbee, whose enormous learning ought to make a man

pretty philosophical, allows that although the species civilization has always hitherto survived the collapse of any particular civilization, ours *might*, like Samson in the temple, so perish as to take the species with it. So there is at least more justification than there used to be for worrying about "civilization" and perhaps even for fearing "chaos," whatever that may be. Certainly if civilization actually is in danger, urbanity alone will not save it. Something more is required.

What is that something? First, perhaps, a

steam behind the passage of our restrictive immigration laws. Thus while our definitions keep changing, what we think about civilization plays a part in what we make of it. Toynbee's attempt to find a law of all civilization is therefore an important part of ours.

The Toynbee theory has been criticized as "subjective," but it is not unscientific. As Toynbee himself points out, a complete scientific documentation of every fact that ever happened would still not make history predictable, any more than a knowledge of where all the cards lie in a bridge game makes it possible to predict the outcome. There is always an unknown—"the reaction of the actors to the ordeal when it actually comes." This unknown is the secret of civilization.

The danger of any theory, including Toynbee's, is that those who half understand it may forget this unknown. Americans especially have a tendency—Bryce called it "mass fatalism"—to feel that destiny is either with us or against us, and that anything we do about it is therefore supererogatory. Sometimes we are very Rome-conscious and find on every side glum parallels pointing to our own "inevitable" decay. A year later we are heading straight for Utopia, and nothing can stop us. Our blood pounds as our thinkers broadcast the news about civilization as though it were a radio audience's boxing hero—he's down, he's up, he's down.

A true sense of history and the meaning of civilization should correct that excited weakness. History is pretty wonderful, but that is no reason to fall into the Hegel-Stalin error of confusing it with God. It is also a mistake to confuse the values which our civilization has taught us, and through which we can still improve it, with "civilization" itself. That would be a case of what Toynbee calls the "idolization of the ephemeral"—making a god of a king, an empire, a technique, a parliament, or any other mere institution.

Civilization is not an absolute value; it is rather a by-product, a thing that happens when men set out to achieve things for the sake of something else. The idea of civilization as such has never motivated a great civilization yet. So the way to help preserve our civilization is to understand it, prize it, learn from it; and then forget it and go about the duties of daily life.

A BROADCAST WORTH HEARING

Sirs:

Your searching editorial (American "Generosity") in the Jan. 26 issue of *LIFE* should be read by every American. It shows clearly how and why most Americans are fooling themselves—a very dangerous state of mind and heart in this day of world need. Honest facing of the facts—as you present them—is what we need to lift us out of the fool's paradise in which we've been living in our giving habits, and will do much to wipe out that "uglier gulf—between those who feel a personal responsibility for want, grief and ignorance in the world, and those who don't."

More voices must be raised to show America how great is our responsibility in these days. Just after reading your editorial I also read the text of a nationwide broadcast which the Rt. Rev. Henry K. Sherrill, Presiding Bishop of the Episcopal Church, will give over 600 radio stations on Feb. 29 in connection with the appeal for the support of the interdenominational relief agency, "Church World Service." Bishop Sherrill will do far more than ask for "a million dollars in four hours" from Episcopalians for his "Presiding Bishop's Fund for World Relief"—he will be joining *LIFE* in the appeal made in your editorial of Jan. 26, and calling Americans to face the truth about American "Generosity."

HENRY W. HOBSON

Bishop of Southern Ohio

Cincinnati, Ohio


better knowledge of what civilization is. It is a fairly young word. Boswell couldn't persuade Dr. Johnson to put it in his dictionary; it was too new. To Emerson it announced itself by "feats of liberty and wit." A religious Englishman (W. T. Stace) calls it "organized goodness." The pessimistic Brooks Adams defined it as social concentration resulting from the drives of fear and greed. His *Law of Civilization and Decay*, published in 1895, made civilization a political issue; the Bryan forces quoted it throughout the campaign. Another book on the subject, the racist Lothrop Stoddard's *Revolt Against Civilization* (1922) put

PICTURE OF THE WEEK: ➡

For 200 miles, from Alamosa, Colo. westbound to Durango, the little narrow-gauge train of the Denver and Rio Grande Western twists back and forth across the Colorado-New Mexico border, snakes around tight "mule shoe" turns, crosses towering trestles and chuffs

upgrade towards the top of Cumbres Pass. Near the summit it slows down for "Phantom Curve," a 6-foot-wide ledge hacked out of sheer rock nearly 1,000 feet above the frothing Los Pinos River. Last week, with the wind swirling through the pass, a gigantic snowslide

came down the mountainside as the train eased around Phantom Curve. Three of the little cars were swept off the track. One of them hung on the edge of the curve, but the other two rode the snowslide down the mountain like outsized toboggans. Result: none killed; five injured.



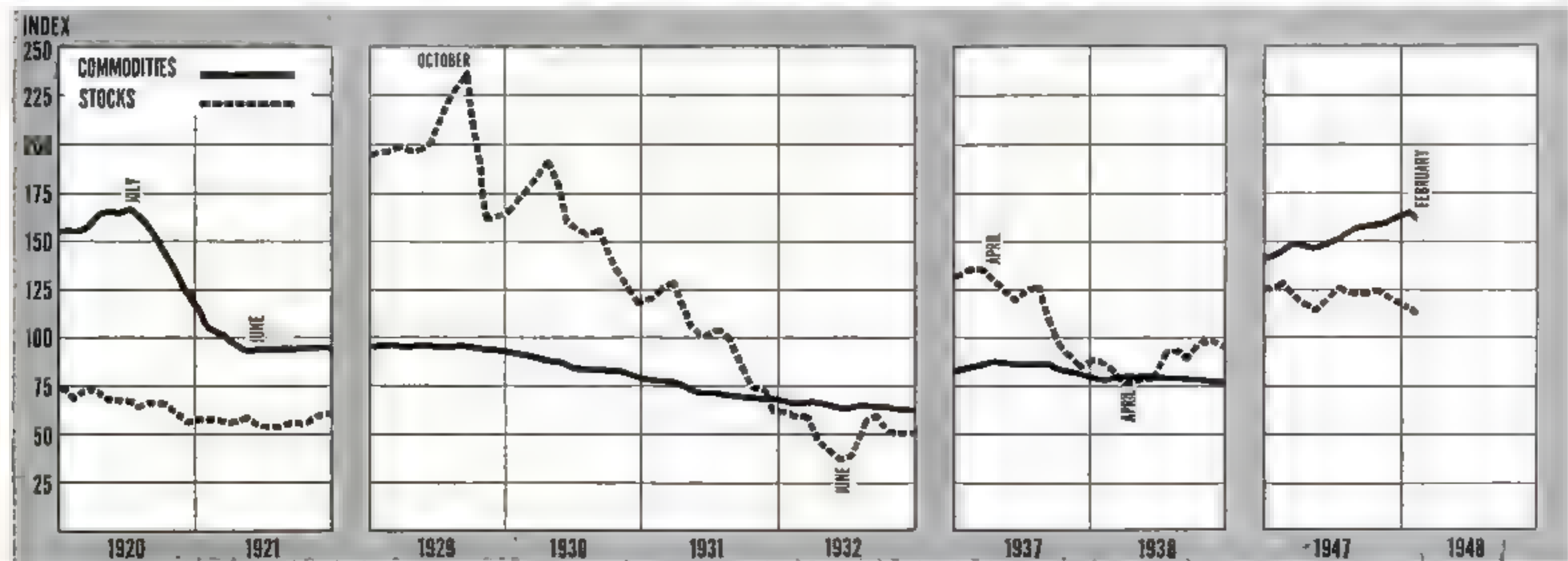
SWEPT OFF THE TRACK BY A COLORADO SNOWSLIDE
TWO RAILROAD CARS SPRAWL ON SIDE OF A GORGE
300 FEET BELOW WHILE THIRD HANGS OVER CLIFF



EXCITED COTTON TRADERS yell their orders in New York's market. A "bear," Joseph Klein (center, in

loud tie) is selling short while Exchange President Gustave Tolson (at Klein's right) glumly gives his voice a

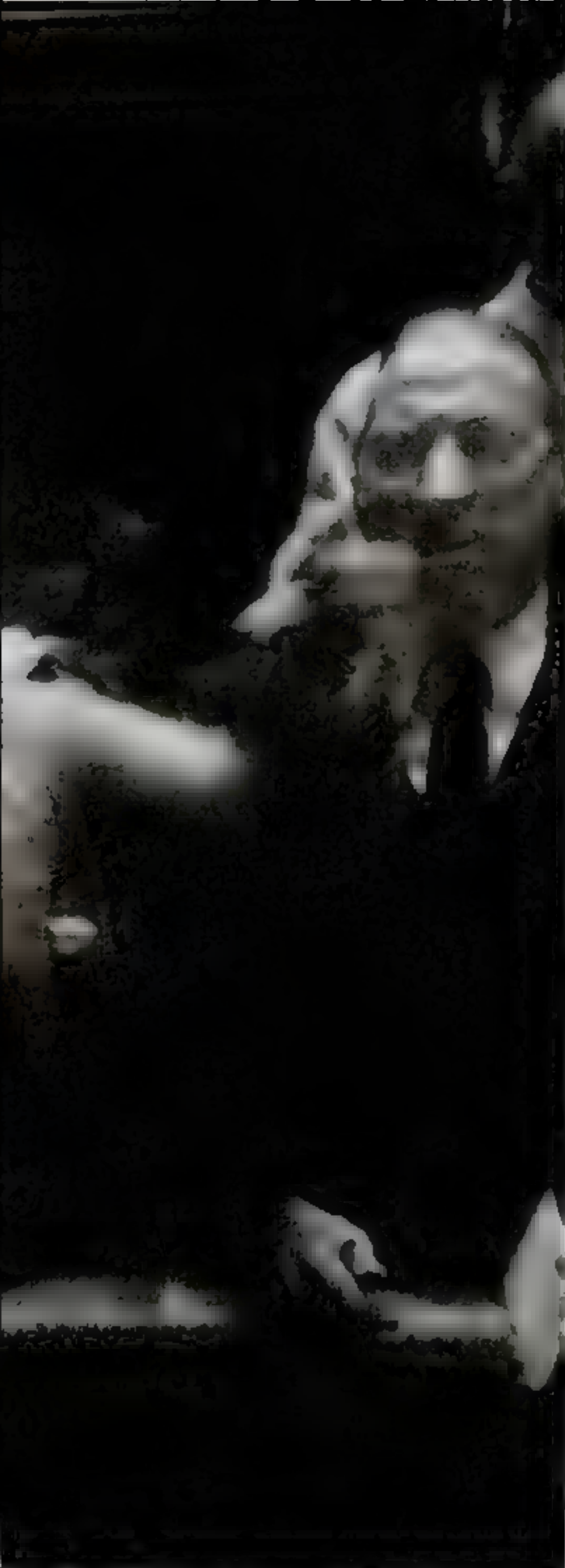
rest. Klein lost heavily last month because he was selling when Marshall mentioned that the government planned



MARKET-BREAKS in '29 and '37 came when stocks were high and commodities were low. After the sharp

stock-market breaks commodities declined slowly. But in '20, as is this year's position, commodities were sky-

high. They broke, and stocks declined slowly. But whether '48 will continue to follow '20 is of course problematical.



SHORT SELLER Edwin T. Maynard became famous overnight by making some \$200,000 in Chicago. He based

decision on Dec. 7 prediction by Secretary Anderson that one million extra bushels of corn would appear on market

THE MARKETS TAKE A SLUMP

As commodities dip, the consumer wonders if low prices can be far behind

For more months than they like to remember, U.S. consumers have been squeezed by a steady, seemingly inexorable rise in the cost of things they have to buy. Then on Feb. 4 the commodity futures market in Chicago dropped as far as Exchange regulations permit in a single day. For nine days, despite a few rallies, cotton and wheat, oats and corn kept going down, and housewives began to wonder if lower prices were really on the way.

But all the financial experts could tell them was that it was too soon to be sure. Commodity futures had slumped spectacularly, but they were merely contracts to deliver commodities at a future date. When cash commodities (chart, opposite), which are

ready for delivery, dropped too, farmers held back and watched for them to go up again. Stocks were going down in Wall Street, but they have no immediate effect on the cost of living. Even the price cuts of a few cents in the stores did not mean much yet, especially with the market rallying at week's end.

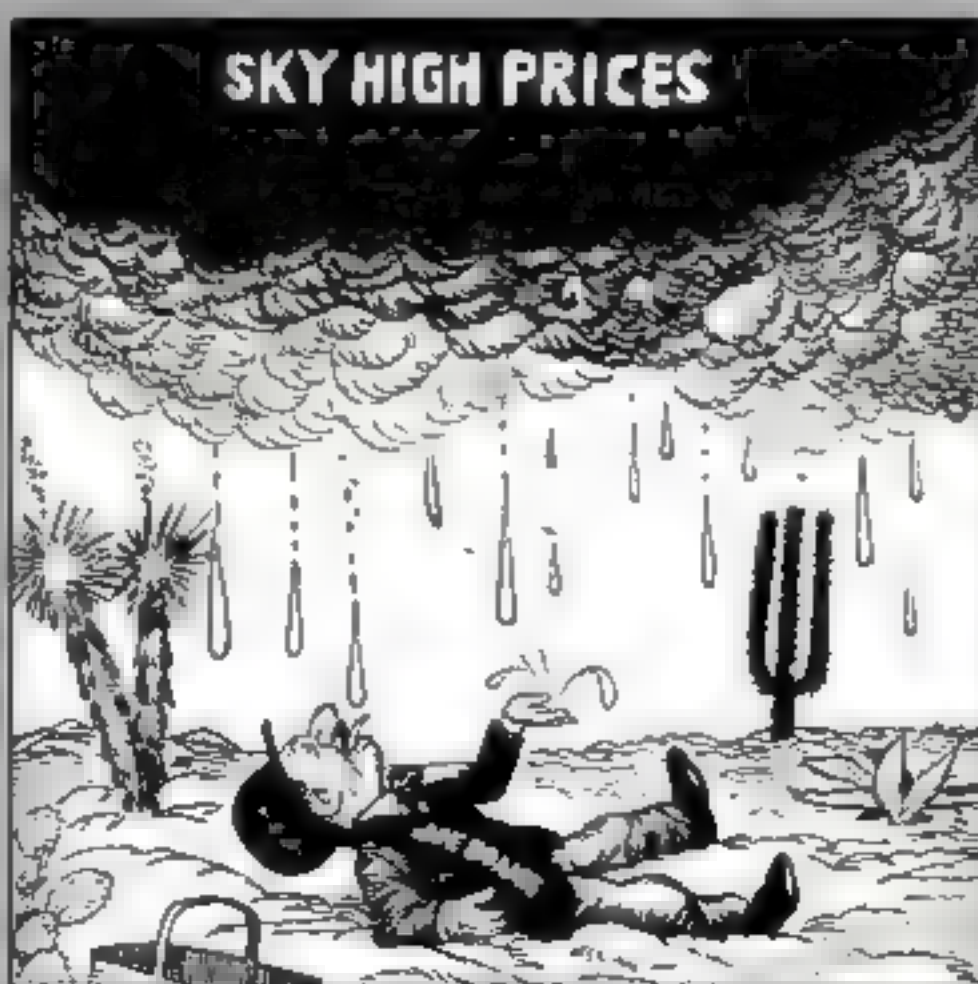
Forecasters were wary when they tried to compare 1948's market with 1929's crash and 1937's recession. But when they looked at the "shake-out" of 1920 signs of a parallel appeared. There was no way of knowing if the parallel would continue. Even if it did, \$2 shirts would not be back to \$2 for a while. In 1920 the dip was the beginning of the end of the war-caused boom. But the end was two years away.

to export three million bales of cotton. But he more than made it up by selling short at top of market before slump.



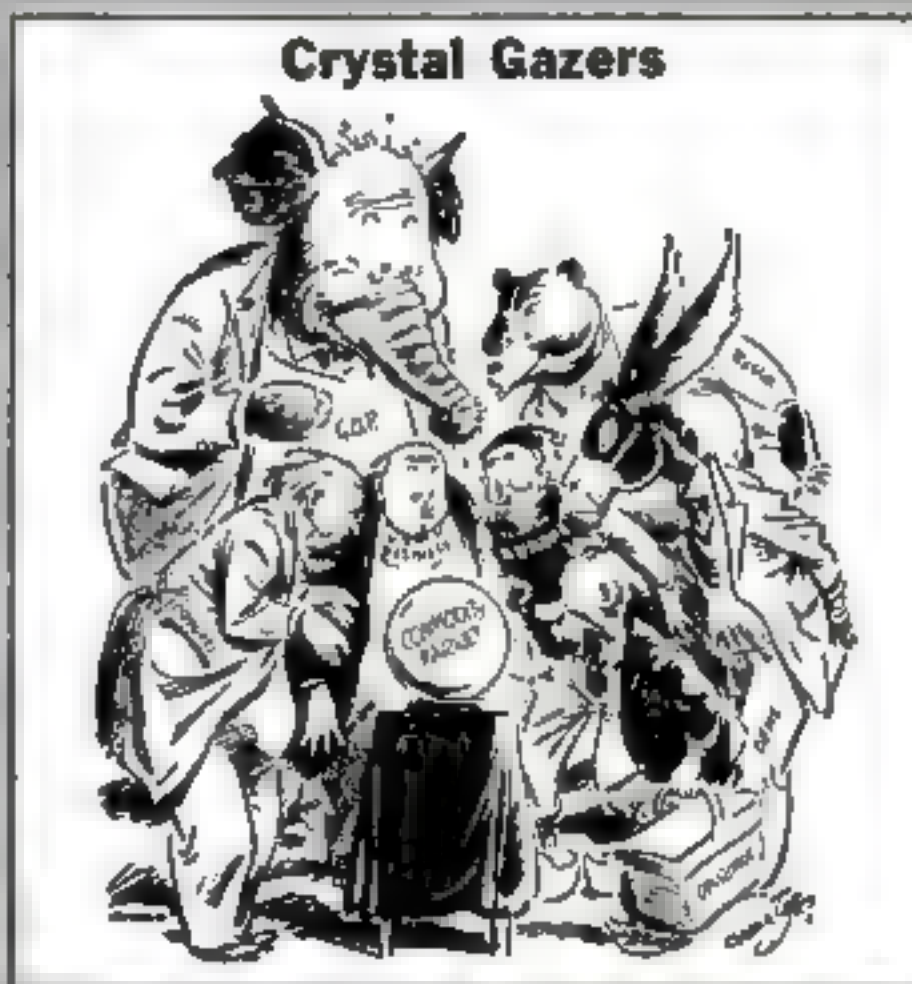
CARLISLE. © 1948, NEW YORK HERALD TRIBUNE INC.

"OOPS" is the caption for a newspaper cartoon asking if the falling market will drag prices and wages with it.



BURT THOMAS IN DETROIT NEWS

A LITTLE RELIEF, at long last, for a consumer flat on his back is optimistic view of this newspaper cartoon.



DORMAN H. SMITH OF NEA SERVICE, INC.

CRYSTAL GAZING by the financiers and politicians, none of whom knows the answer, is lampooned in cartoon.



CLATTERING OVER THE VAST FLOOR OF THE SPILLWAY, DEER HEADS FOR THE SLOPING 20-FOOT WALL TO MAKE ONE MORE UNSUCCESSFUL ATTEMPT TO CLIMB OUT



WARDEN LASSES DEER NEAR ONE OF SPILLWAY WALLS. AFTER THE ROPE SETTLED OVER ITS ANTLERS, THE ANIMAL STRUGGLED FRANTICALLY FOR HALF AN HOUR

WARDENS RESCUE TRAPPED DEER

Panicky buck is run down and roped in an empty dam spillway in Montana

The concrete spillway (above) of the Fort Peck Dam in Montana is a mile-long triangle, open at one corner, with sloping 30-foot sides. This winter it became a weird trap for a panicky male mule deer, which was chased into it by a pack of hungry coyotes. At first the deer tried to run out of the spillway's open end (below), but was afraid to cross the

ice. Then it tried repeatedly to climb back up the side, but only splintered its hoofs on the concrete. Finally local game wardens were forced to stage an impromptu rodeo (above). After a long chase, they roped the deer and hauled it away to the shelter of a nearby patch of brush, where it could try to hide from the coyotes until its bleeding feet had healed.



WORN OUT, DEER STARES CURIOUSLY AT WARDENS



HEAD DOWN, DEER TRIES TO SHAKE OFF ROPE. IT MADE NO ATTEMPT TO ESCAPE THROUGH SPILLWAY'S MOUTH (BACKGROUND) BECAUSE IT WAS AFRAID TO CROSS ICE



MACBRIDE FAMILY PORTRAIT taken on eve of election shows the famed beauty of Maud Gonne (center) has been passed to 21-year-old granddaughter Anna (left). Maud's son Sean and his wife Kit are at right. Both Maud

and Sean feel De Valera has abandoned principles they all fought for in the tumultuous days of the Irish Rebellion. Sean tried his best to oust old "Dev" as *Taoiseach* (premier), but his party won only 10 parliament seats.



AT 65, EAMON DE VALERA IS WEARY BUT TOUGH

OLD MAUD SENDS HER BOY OUT TO BEAT "DEV"

But Irish premier gets most votes

In Eire, many a voter felt it was time for crusty old Eamon de Valera (*above*) to bow out of Irish politics, which he has dominated for 16 years. For the first time, a bright young man and a noisy young party—Sean MacBride and his *Clann na Poblachta*—were after ol' "Dev" hammer and tongs. In the Feb. 4 election MacBride fell far short of scoring an upset, but he did create enough diversion to destroy Dev's majority in the parliament. Dev was still premier, but it seemed likely that his days of one-man rule were drawing to a close.

Foremost of those who rejoiced in Dev's difficulties was Eire's magnificent heroine Maud Gonne MacBride (*opposite*), 81-year-old mother of candidate Sean. Those who watched her at the polls saw only sad remnants of her fabled beauty, but they could see, and feel, the tremendous spirit that long ago inspired Irish Poet W. B. Yeats to write:

How many loved your moments of glad grace,
And loved your beauty with love false or true,
But one man loved the pilgrim soul in you,
And loved the sorrows of your changing face.

HOUSING WAS MOST CONTROVERSIAL ISSUE



SLUMS like these near Dublin were roundly denounced by anti-De Valera candidates. But this weary issue, already labored many times before, failed to arouse much excitement.



HOUSING PROJECTS like this one, also near Dublin, were cited by Premier de Valera in reply to critics who said he has a "long finger" (Irish for not getting things done).



OLD MAUD AT THE POLLS, clad in the widow's weeds which she wears for Ireland's sorrows, grins as she endorses her ballot for her son Sean. Although she is now

bent and enfeebled by age, Maud Gonne once stood a full 6 feet tall and was a brilliant actress, painter and linguist as well as one of the most fiery patriots in Eire's history.



TOP-HEAVY TRAILER TRUCK

In Montana's Glacier National Park last month, a trailer truck carrying 1,000 fence posts waddled around a curve. Behind, Tourist Jim Adams took random snapshots. Suddenly the truck, too top-heavy to make the curve, heeled over (above) and capsized, turning the snapshots into some rare action pictures.



A vintage advertisement for Campbell's Tomato Soup. The background features a woven basket overflowing with large, ripe red tomatoes. A white sign with green and black text is placed among the tomatoes. To the right of the basket, a can of Campbell's Tomato Soup is shown. In the bottom right corner, a white bowl filled with the soup is visible. The overall style is classic and nostalgic, emphasizing the freshness of the ingredients.

GIFT OF THE GOLDEN SUMMER
...for your enjoyment NOW!

...Luscious beauties all! To make
the soup most folks like best!

What a soup those red-ripe tomatoes
do make—along with fine table butter
and gentle seasoning, all according to
Campbell's exclusive recipe. Add milk
instead of water for an extra-delicious
and extra-nourishing cream of tomato.
Serve it soon—and often!

Campbell's
TOMATO SOUP

LOOK FOR THE RED AND WHITE LABEL

CUR

crisp . . .



B

C

Honeycombed Center

 *Another*

CURTiSS

Merfingör

CANDY...rich in dextrose

...crunchy!

...with Peanut Butter and creamy Caramel

CURTiSS *Candy*



Bed of Roses

Helter-skelter they go, in a joyous shower . . . like blossoms strewn before a bride. These are "he-loves-me" roses, the kind that come impulsively at daybreak or Tuesday or any old time and send your heart soaring.

Down they pelt, and each finds its match in softness and velvet smoothness as it kisses the gleaming sheet. Pacific Combed Percale is exquisitely fine—as tender against your skin as the silkiest petal.

Made only of long, strong cotton fibers combed smooth, Pacific Combed Percale provides all you may desire of comfort—balanced precisely against the service qualities.

There are Pacific Balanced Sheets to fit your every need, from guest room to nursery. See them at better stores; we shall be glad to send you the name of your nearest retailer. Always be sure to ask for Pacific Sheets by name when you shop.

PACIFIC PERCALE • PACIFIC EXTRA STRENGTH MUSLIN • PACIFIC TRUTH MUSLIN

Free booklet "The story of Pacific Balanced Sheets". Drop a card to
Pacific Mills, Dept. K2 214 Church Street, New York 13

BALANCED
PACIFIC
SHEETS

PEOPLE

MR. SECRETARY MEETS THE CUBS

In Washington on Feb. 10 seven members of Cub Scout Pack 232, Bethesda, Md. marched gravely into the awesome office of the U.S. Secretary of State. There, before the august author of the European Recovery Program, the Cubs recited their plan for helping Europe. Called the "Junior Marshall Plan," it was a proposal to raise money through movies and use it to "adopt" children in Europe. Secretary Marshall called the plan "a very fine thing" and gave it

his endorsement. The Secretary also told the Cubs how he has seen the world change since his boyhood and explained that America has become its "acknowledged leader." Then, the formalities over, Bobby Linden, chief of the Cub delegation, eagerly scrambled into Marshall's big swivel chair. The amused Secretary of State quietly turned the chair (*below*), looked down at the 9-year-old boy and observed, "Perhaps he would like to sit there permanently."



SECRETARY OF STATE MARSHALL GIVES CUB SCOUT ROBERT LINDEN, 9, A WHIRL IN HIS OFFICE SWIVEL CHAIR AS ANOTHER CUB (RIGHT) STARES IN ENVY

This year
make a beauty
of yourself



The trick is . . . the most feminine clothes in years . . . the most come-hither complexion ever. Discarded . . . make-shift cosmetic habits. Rediscovered . . . the Luxuria-care Harriet Hubbard Ayer so carefully plans for you.

- ★ Start flawless complexion care with Luxuria cleansing. 1.00*, 2.25*, 3.50*.
- ★ Then, Skin Lotion to give you that stimulating feeling. 1.00*, 1.75*.
- ★ At bedtime, smooth on Beautifying Face Cream for the pretty-as-porcelain look. 1.00*, 1.75*, 4.50*.

*Plus Tax

HARRIET
HUBBARD

Ayer

LUXURIA LENGTHENS YOUR LOVELIEST HOURS

Result—You didn't know
you were such
a beauty!



SHOSTAKOVICH (LEFT) AND KHACHATURIAN HELP FRIEND CLIMB HAYSTACK

"BOURGEOIS" COMPOSERS

Last week the Communist Party Central Committee in Moscow took up its ideological razorstrop and tanned the hides of Russia's three top composers. Dmitri Shostakovich and Aram Khachaturian (*above*) and Sergei Prokofiev (*below*), said the Committee, had been turning out works which "smelled strongly of the spirit of bourgeois music of Europe and America." Furthermore, "this vicious formalistic trend against the people" has got to stop, went on the Committee, although it failed to indicate just how abstract music could undermine political philosophy. For Shostakovich, this dressing down represented a third visit to the Marxian woodshed. He had been roundly flayed in 1936 for writing a diversionist opera called "Lady Macbeth of Myensk." For Khachaturian, it was even worse. He could only gnaw his nails in despair, waiting for the Committee to find out that his "Sabre Dance," now called "Sabre Dance Boogie," is a hit in the hopelessly decadent juke boxes in the hopelessly bourgeois U.S.A.



SERGEI ("PETER AND THE WOLF") PROKOFIEV CORRECTS MUSICAL SCORE

CONTINUED ON PAGE 50



RCA VICTOR WINS!

in nationwide survey of the records you like best!

1st
IN POPULAR SINGERS:
PERRY
COMO

1st
IN DANCE BANDS:
VAUGHN
MONROE

1st
IN COUNTRY MUSIC:
EDDY
ARNOLD

-AND '48 LOOKS JUST AS BIG!

● Every week last year, a nationwide poll of best-selling records was made by *The Billboard*, famous magazine of the entertainment world. Then the year's totals were added up. Result—RCA Victor outscored the next two companies combined! What's more—the top singer, the top band and the top artist in country music were also RCA Victor stars! Now, in '48, RCA Victor is again taking the lead! Hurry to hear these new hits—

DESI ARNAZ: "Babalu" Album. P-198, \$3.40.
TEX BENEKE: *Dream Girl*. 20-2667, 60¢.
DENNIS DAY: "My Wild Irish Rose" Album. P-191, \$3.40.
TOMMY DORSEY: "All Time Hits" Album. P-163, \$3.40.
LARRY GREEN: *Big Your Pardon*. 20-2647, 60¢.
PHIL HARRIS: "On the Record" Album. P-199, \$3.40.
SPIKE JONES: *My Old Flame*. 20-2592, 60¢.
SAMMY KAYE: *The Dream Paddler*. 20-2652, 60¢.
WAYNE KING: *Sleep, My Love*. 20-2654, 60¢.
FREDDY MARTIN: *For Every Man There's A Woman*. 20-2721, 60¢.
TONY MARTIN: *The Thousand Islands Song*. 20-2689, 60¢.
LOUIS PRIMA: *Now Is the Hour*. 20-2619, 60¢.
CHARLIE SPIVAK: *I'm Looking Over a Four Leaf Clover* 20-2704, 60¢.
THE THREE SUNS:

All prices shown are suggested list prices, exclusive of taxes.

THE STARS WHO MAKE THE HITS
ARE ON RCA VICTOR RECORDS

DON'T MISS THESE RCA VICTOR HITS!



PERRY
COMO

Hear Perry sing *Body and Soul*, *When Day Is Done*, *What'll I Do?*, others, in "A Sentimental Date with Perry Como." Album P-187, \$3.40.



VAUGHN
MONROE

Vaughn and the band bring you *I'll See You in My Dreams*, *Drifting and Dreaming*, *Meet Me Tonight in Dreamland*, others, in "Dreamland Special." Album P-160, \$3.40.



EDDY
ARNOLD

In "All Time Hits from the Hills," Eddy sings *Rockin' Alone*, *Molly Darling*, *The Prisoner's Song*, *Seven Years with the Wrong Woman*, others. Album P-195, \$3.40.



GLENN
MILLER

The original Miller band plays *Chattanooga Choo Choo*, *Runnin' Wild*, *Bugle Call Rag*, *Perfidia*, *Johnson Rag*, others. "Glenn Miller Masterpieces, Vol. II." Album P-189, \$3.40.



BERYL
DAVIS

The lovely lady from London sings *Tea for Two*, *All Alone*, *Please Be Kind*, others. Ask for "Beryl by Candlelight." Album P-201, \$3.40.



with hair like this,
you'll hear: "hello,
handsome"



How would you like to have handsomer hair? Here's how to turn that dry, misbehaving mop into something lustrous and well-groomed...

50 seconds to massage—Feel that tingle! That's the alcohol in Vitalis stimulating your scalp. Different from those dressings that contain nothing but oil!

Won't dry your hair—The alcohol disappears, leaving a fine, protective film of pure vegetable oils evenly distributed over hair and scalp.

Conditions your scalp—Routs loose dandruff, helps check excessive falling hair.

10 seconds to comb—Man, what grooming! What a natural lustre! No greasy look—Vitalis contains no mineral oil. Get Vitalis today!



Product of
Bristol-Myers

Vitalis and the
"60-Second Workout"

to stimulate scalp...keep hair handsome

Your barber is an expert. He knows how to make your hair look better, your scalp feel better. Ask him about Vitalis and the individual, sanitary Sealube application.



Vitalis and Sealube are Bristol-Myers trade marks

PEOPLE CONTINUED



ROYAL SIGHTSEERS Princess Anne of Bourbon-Parma and ex-King Michael of Romania, who may be married in Spring, watch the Olympics in Switzerland, where they were reunited after the Communists had forced him to abdicate his throne.



FRUSTRATED SUICIDE Dominick Varkett failed in his attempt on Feb. 11 to jump off a bridge in Cleveland, Ohio. He left a farewell note at the office of the *Cleveland Press*, went to the bridge and climbed the railing (above, center), but was grabbed in the nick of time by Reporter Jack Hume, who had trailed him with a photographer. After a struggle, Hume wrestled Varkett to safety (above) with the help of passers-by.

stripes that are stoppers



**New! On all
Van Heusen Shirts
Comfort Contour Collar
Low Setting,
Smarter, Neater!**

Stop! Look! and Listen, while we say a word or two about Van Heusen's beautiful collection of striped shirts in exclusive new eye-stopping patterns. They're all distinguished by Van Heusen magic seamanship, which means: 1. New "Comfort Contour" collar styling. 2. Action-tailored shoulders, armholes, elbows. 3. Figure-tapered fit. 4. Tug-proof pearl buttons. 5. Laboratory-tested fabric. 6. Sanforized—a new shirt free if your Van Heusen shrinks out of size! Want the gals to swing on your gate? Then stop at your Van Heusen dealer today and get into Stopper Stripes! \$3.50, \$3.95, \$4.95 P. S. The ties are Van Heusen Shirt-Mates, \$1.50 each, specially designed to go with Van Heusen Stripes.

Van Heusen
"stopper-stripe" shirts

Phillips-Jones Corp., New York 1, N. Y., Makers of
Van Heusen Shirts • Ties • Pajamas • Collars • Sport Shirts





news about nylon

it all started with a stocking

—a stocking sheerer, lighter, lovelier
—and stronger—than any woman
had known before. A stocking that dried in a twinkle,
kept its shape, its elasticity. A stocking that became
women's all-time favorite almost overnight.

You know that story—but do you know about nylon
sox, slips, panties, girdles—about nylon in tires, tow
ropes, garden and industrial hose? Read on . . . there's a
lot of news about nylon—



THIS NET IS LIGHTER than old-time fishnets—yet three times as strong! Saves the catch—it's so tough it's hard to tear! Quick-drying, doesn't rot, never needs tar—salt water and marine growths don't affect it. What's it made of? **NYLON!**



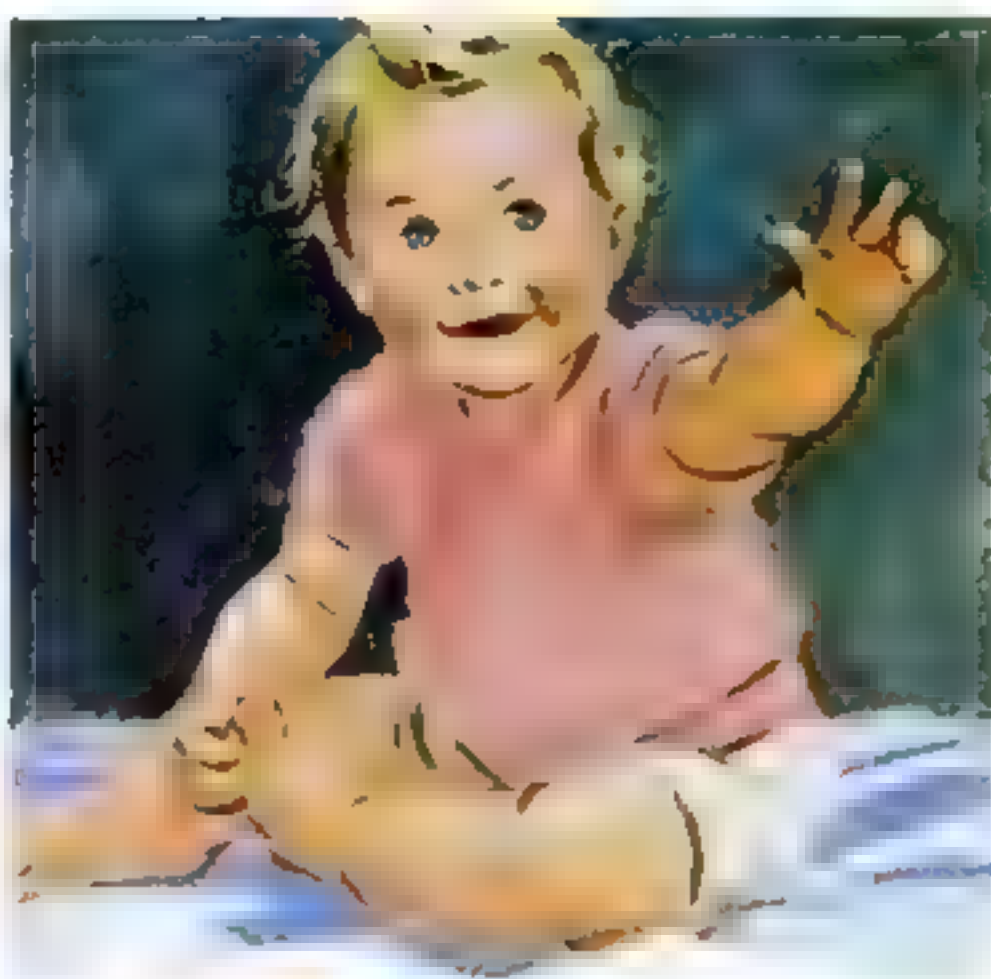
WRINKLES NO WORRY! Crush a nylon ribbon, tie it in a knot. It comes back crisp, fresh, new-looking. For nylon fabrics can be made to hold their shape. When a ribbon lasts longer, looks years lovelier—on a hat, or in her hair—that's **NYLON!**



SAILS DRY FAST when they're nylon. They absorb less water, don't rot, can be stowed away wet! And nylon sails are strong—hard to rip. They're light and compact, save space. Sound reasons all, why sailors swear by the sails made of **NYLON!**



NYLON CAN TAKE IT! When 50 tons of loaded airplane land on the runway, that, friends, is tire punishment. And nylon helps tires take it! Strongest, lightest, toughest fiber that ever gave backbone to a heavy truck or plane tire—that's NYLON!



HOLDS ITS SHAPE! Forget shrinking, sagging, stretching! Here's a sweater you can toss in the tub, hang up to dry—a sweater that dries fast, never needs to be "blocked" or reset, a soft and snugly sweater. Look for the sweater labeled NYLON!



STRONGER! SAFER! When a mountain climber trusts his life to a rope . . . he's lucky if the rope is nylon. For nylon takes terrific stress without snapping, stands sudden loads with less strain, resists abrasion. And it's light, elastic, easy to handle!



EASY CLEANING! Nylon blouses tub and hang up to dry, hold their shape, their bright good looks. They're lighter, stronger, longer-wearing, outwear other racing colors five to one. Jockeys say they're cooler, too . . . less apt to wrinkle or pick up dust.



STANDS REPEATED WASHINGS. Commercial laundries use strong nylon net bags to hold each "family wash" in the washer...and the nets last longer than any laundry bag ever used before. If it's stronger, lighter, extra long wearing . . . it's NYLON!

Look for all these in products made of nylon fibers:

STRENGTH • LIGHTNESS • TOUGHNESS
LONG WEAR • ELASTICITY • RESILIENCE
EASY WASHING • FAST DRYING
RESISTANCE TO MOTHS AND PERSPIRATION
SHAPE RETENTION . . . CAN BE "SET"

TO INDUSTRY: If your product calls for textile fibers, alone or in blends—it may pay you to look into nylon. Write for "Nylon Textile Fibers in Industry." It's a new book—packed with facts.

Listen to the Du Pont "Cavalcade of America" on NBC every Monday evening.



REG. U.S. PAT. OFF.

BETTER THINGS FOR BETTER LIVING
...THROUGH CHEMISTRY

FREE—MORE NEWS ABOUT NYLON! Write for "About Du Pont Nylon." Get helpful shopping tips about this strongest, lightest, loveliest of fabric fibers. Write Nylon Division, E. I. du Pont de Nemours & Co. (Inc.), Wilmington 98, Del.

SAVES IRONING! The slip is made of nylon. It will wash like a hankie, dry dream-fast, need little or no ironing, and be slow to sag or stretch. Its nylon lace will stay fresh and crisp without shrinking . . . In slips, bras, panties, negligees, girdles . . . if it's nicer . . . it's NYLON!



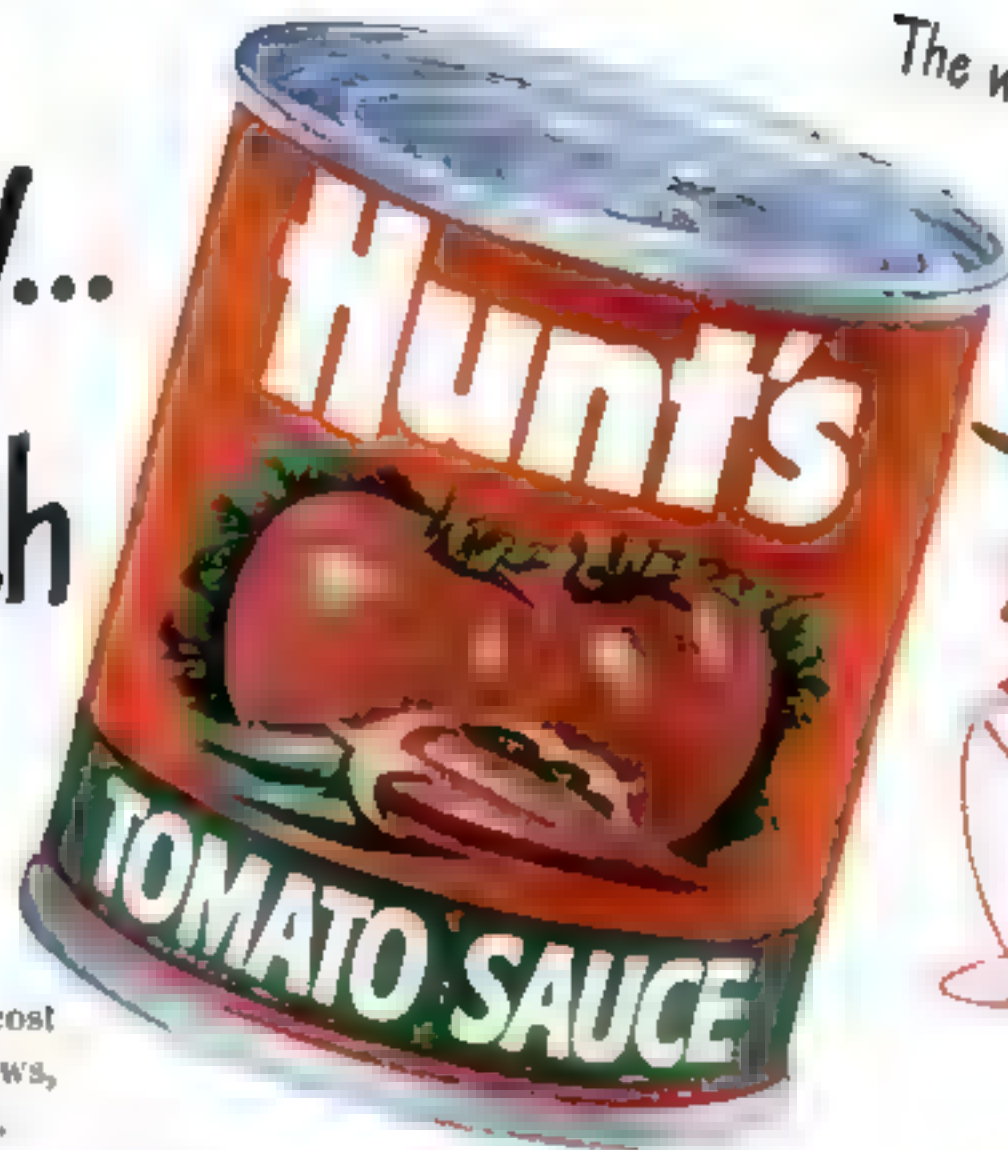
For nylon . . . for rayon . . . for fibers to come . . . look to Du Pont!



Fish is Thrifty!

Fish is Nifty...

with



The wonderful cooking sauce
from California



MIGHTY, mighty few meals are as delicious and *thrifty* as this one!

And what makes it so? Why — Hunt's Tomato Sauce! The wonderful cooking sauce from California!

For Hunt's is *all* tomato... *kettle-simmered* to heavenly flavor with rare spices and fine seasonings.

That's the flavor that stretches your food money. You must try it to believe it!

Just add a can of Hunt's to your low-cost recipes for meat loaf, soups, rice, stews, egg, spaghetti, vegetables and gravies.

And Hunt's costs so little! Even though more than four sun-drenched California tomatoes are used to make a single can, you pay only a few cents!

Yes, your market has Hunt's. It's just about the lowest cost canned food in the store — buy six cans at a time!

FISH FILLETS — HUNT STYLE

1 lb. fish fillets	1/4 cup water
4 tbsp. margarine or butter, melted	1/4 tsp. pepper
2 tbsp. chopped onion	1 tsp. salt
1 can Hunt's Tomato Sauce	1 bay leaf
	Dash of sage

Season fillets, place in shallow, greased baking pan. Mix butter, onion, salt, pepper, bay leaf, sage, Hunt's Tomato Sauce, and water. Pour over fish. Bake, basting occasionally, at moderate oven (350 F.) 30-40 minutes. Serve with green peas or vegetables.

Hunt—for the best

Hunt Foods, Inc., Los Angeles, California





M-G-M EXECUTIVES, who make an estimated aggregate of \$2,000,000 annually, discuss studio's operations at conference headed by L. B. Mayer (foreground). Mr. Mayer,

a founder of M-G-M, has assumed closer direction of the studio and even sold his racing stable. Recently he reshuffled his executives to make them work harder too.

TROUBLE IN HOLLYWOOD

Movie makers struggle to offset the effects of soaring costs, loss of foreign revenue and bad films

Most industries which ate high on the hog during wartime have already had to tighten their belts, but only recently did reconversion hit Hollywood. The chorus of lamentation which greeted it was woeful to hear. *The Screen Writer* began a series of articles headed "Unemployment." Sam Goldwyn had led his executive employees a 50% pay cut. In reports filtering east there was an ominous recurrence of the word "panic!"

At bottom lay three big troubles, 1) nearly all production costs had risen steadily for 10 years; 2) largely because 1947 had seen few good movies

and a lot of bad ones, movie attendance had fallen off; 3) foreign countries, notably England, had taken drastic steps to make sure that their precious dollar credits would be spent on food and fuel rather than films.

The result of all this shriveled profits so seriously that Louis B. Mayer of M-G-M (above) and other worried studio heads held council to see what could be done. They found two solutions. The short-term one was to fire all but the most valuable employees from wartime-padded payrolls and cut down movie production while preparing for a whole

new start. The long-term solution was to make movies more cheaply, more efficiently (an aim rarely fulfilled in Hollywood) and to make more of them—in hopes of bringing in the same profit with 10 low-budget movies that used to come in from five costly spectacles.

On the following pages *LIFE* shows how the movie industry got into trouble and a few avenues it may use to get out. Things are not yet desperate. After seven years of big money Hollywood's position today is like that of a man with \$2 million who loses half his capital: shaken but still solvent.

STARS HAVE BEEN MISUSED



GREER GARSON'S glittering career fared badly with *Adventure* and *Desire Me*.



CLARK GABLE, too, was in *Adventure*. Then he made *The Hucksters*—also weak.



GINGER ROGERS made *Magnificent Doll*, *It Had to Be You*—both bad.



JAMES STEWART has acted in two movies since war—one good, one terrible.

EXCITING SCENES HAVE BEEN THROWN AWAY



SHIPWRECK SCENE was made for the recent spectacle, *Green Dolphin Street*, at a cost of about \$150,000.

Then the movie ended up much too long and this scene was cut out. Not a foot of it ever appeared on the screen.

MISTAKES LIKE THESE COST HOLLYWOOD MONEY

Because the public fought to see any and all movies during the wartime boom, producers did not worry much about whether the movies were any good. This habit persisted into 1947, when the boom had abated somewhat and the public was being more careful about what it paid to see. The result: some films failed to show a profit, and the general low quality, of which a few choice examples are shown below, scared many customers away from the few good ones.

Another mistake was the industry's frequent mishandling of its top performers. A big star can always draw a large public, but after a few bad movies the public often forsakes him in disappointment. In this way quite a few big stars have recently lost some of their luster.

A more immediate industry trouble is the high cost of production. For this executives have always blamed unions on account of their princely wage scales and outrageous featherbedding. Producers who waste months developing a single bad script or permit thousands of feet of film to be shot unnecessarily are often quite as guilty. Example (left): a shipwreck, which no moviegoer ever saw.

MANY PICTURES HAVE BEEN BORN



"FOREVER AMBER," one of most expensive movies ever made, came under heavy fire from critics, clergy.



"SONG OF LOVE," with Katharine Hepburn, was a bore except for the Brahms and Schumann it offered.



"DEEP VALLEY," a lugubrious epic of rural amour, made Ida Lupino love Dane Clark and stutter slightly.

CONTINUED ON PAGE 5.

*America's
Best Dealers
Present...*

THE YEARS' GREATEST VALUES

The Big 8 for '48!



**NORGE REFRIGERATOR
BIG 8!**

- "Night-Watch" Self-D-Froster
- Giant Side Freezer
- Deep-dish Coldpack
- Adjustable Shelves
- Tall-bottle Storage
- Double-width Hydrovair
- Large Dry-Storage Bin
- "Rollator" Cold-Maker



NORGE GAS RANGE BIG 8!

- "Concentrator" Burners
- Smokeless Broiler Grill
- Precision Heat Control
- 14-Position Broiler
- Balanced Oven Heat
- One-piece Top
- Extra Thick Insulation
- Bigger Oven

WHICH of these major appliances does *your* home need —now? Whichever it is, you can buy and install it in the knowledge that it will fulfill its function "to the queen's taste." It will, moreover, enrich your home decoratively, for Norge products find high favor with those who appreciate true beauty of design and finish. "The best dealer in town sells Norge"—he is listed in the classified section of your telephone book. Norge Division, Borg-Warner Corp., Detroit 26, Michigan. In Canada: Addison Industries, Ltd., Toronto, Ontario.

A BORG-WARNER INDUSTRY

**NORGE ELECTRIC WATER
HEATER BIG 8!**

- Capacities: 12 to 82 gallons
- Three-inch Fiberglass Insulation
- Heat Trap at outlet
- Heat Elements project into water
- Cold Water Input Baffle
- Hyper-sensitive Thermostat
- Safe, Durable, Easy to Install
- Easy-to-clean streamlined Steel Jacket

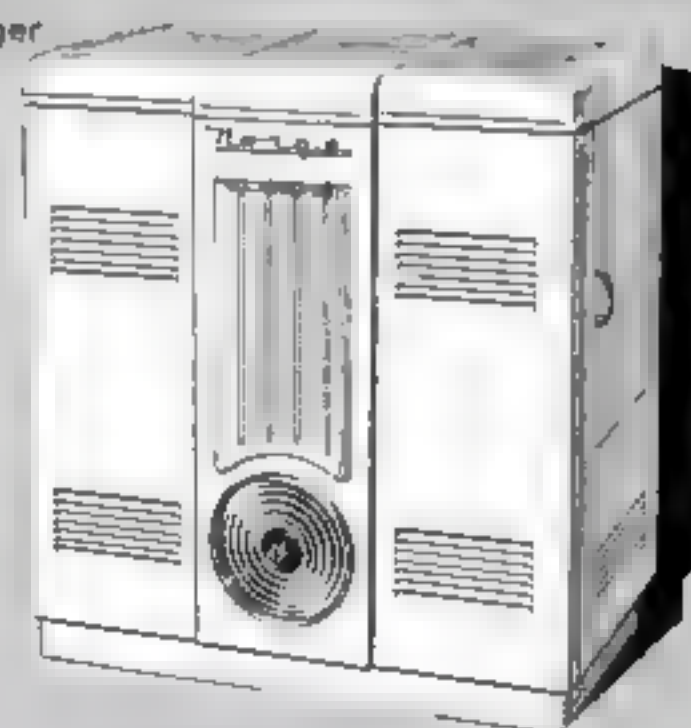


NORGE FREEZER BIG 8!

- Six Storage Compartments
- Refrigerated Shelves
- Contents easily identified
- Fiberglass Insulation
- Lazilatch Door Opener
- "Rollator" Cold-Maker
- Up to 210 lb. capacity in Kitchen Type
- Chest Types 10½ to 26 cu. ft. capacities

**NORGE OIL-BURNING
HOME HEATER BIG 8!**

- Exclusive Porcelain L-shaped Heat Exchanger
- Exclusive Downdraft "Whirlator"
- Triple-air Oil Burner
- Finger-tip Heat Control
- Automatic Draft Regulator
- Large, easy-fill Humidifier
- Visible, "Tell Tale" Oil Gauge
- Constant-Level Oil Meter



**NORGE WASHER
BIG 8!**

- Glass-smooth Agitator
- Super-capacity Tub
- Roll-nm Tub Top
- Triple Washing-Action
- Quick, Complete Draining
- Eight-Position Wringer
- Link-type Transmission
- Steam Seal Lid



NORGE ELECTRIC RANGE BIG 8!

- Completely Automatic
- "Tailored" Heat with 7 cooking speeds
- Tele-Switch Controls
- Softee Switch
- Family-size Oven
- Deep-Well Utility Cooker
- Appliance Outlet
- Warming Drawer

NORGE WATER COOLER BIG 8!

- Portable "Water Boy"—light weight—small size
- "Plug-in" electrical connection
- Cools 50 cups an hour
- Adaptable for use with 1- 2- 3- or 5-gal. bottle
- Smart styling—economical operation
- NP-10 cools 120 cups per hour
- Sanitary bubbler with automatic Stream Control
- Hermetically sealed Cold-Maker in both





CALIFORNIA MOVIE THEATER BOOSTS BUSINESS ON SATURDAYS BY OFFERING CARE FOR CHILD CUSTOMERS SO THEIR MOTHERS CAN MARKET WITHOUT WORRY

STUNTS, COST-CUTTING ARE HANDY REMEDIES

Two methods the movie industry is employing to stabilize profits consist of stepping up "showmanship" and reducing costs. The first of these will probably mean more traditional bank nights and personal appearances by stars, may even include new stunts like light nursing service in theaters to bring in more half fares from the half-pint trade

(above). To cut costs, studios are paring payrolls, putting a moratorium on lavishness and trying to reduce shooting time (p. 61). In short, many of Hollywood's headaches are curable. The best remedy, however, is still the hardest to come by: making pictures of such excellence that moviegoers will feel they cannot afford to stay away.

CONTINUED ON PAGE 61

Old Gold's share
of the Alphabet
spells
PLEASURE



For a Treat instead of a Treatment...treat yourself to **OLD GOLDS**



Commando

May work his way over a lot of territory by morning, but the Englander gives fine support all the way.



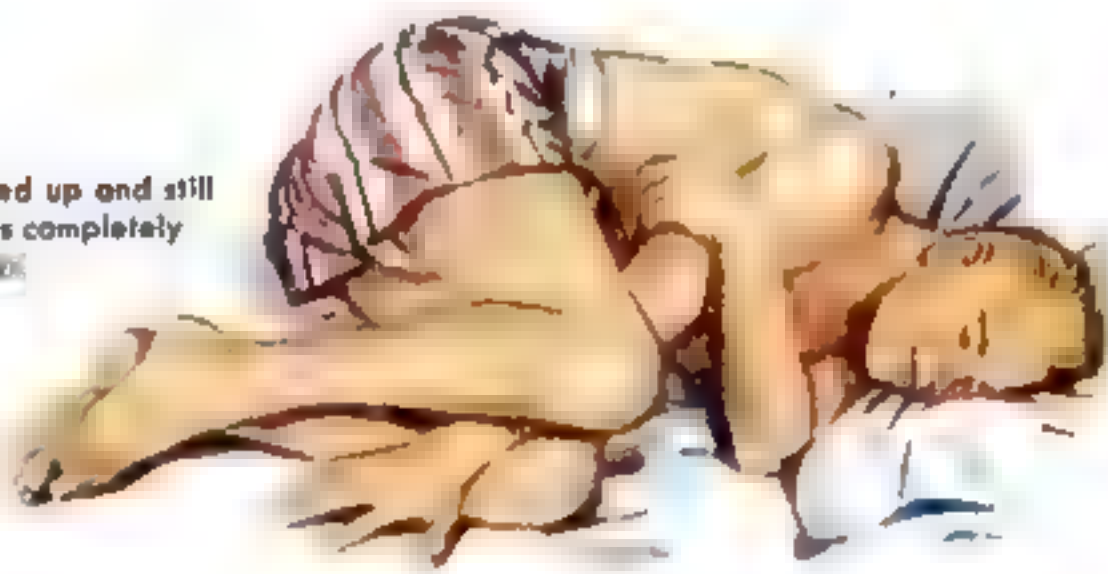
Streamlined

She'll look prettier, come morning — but she'll never sleep better than on the Englander.

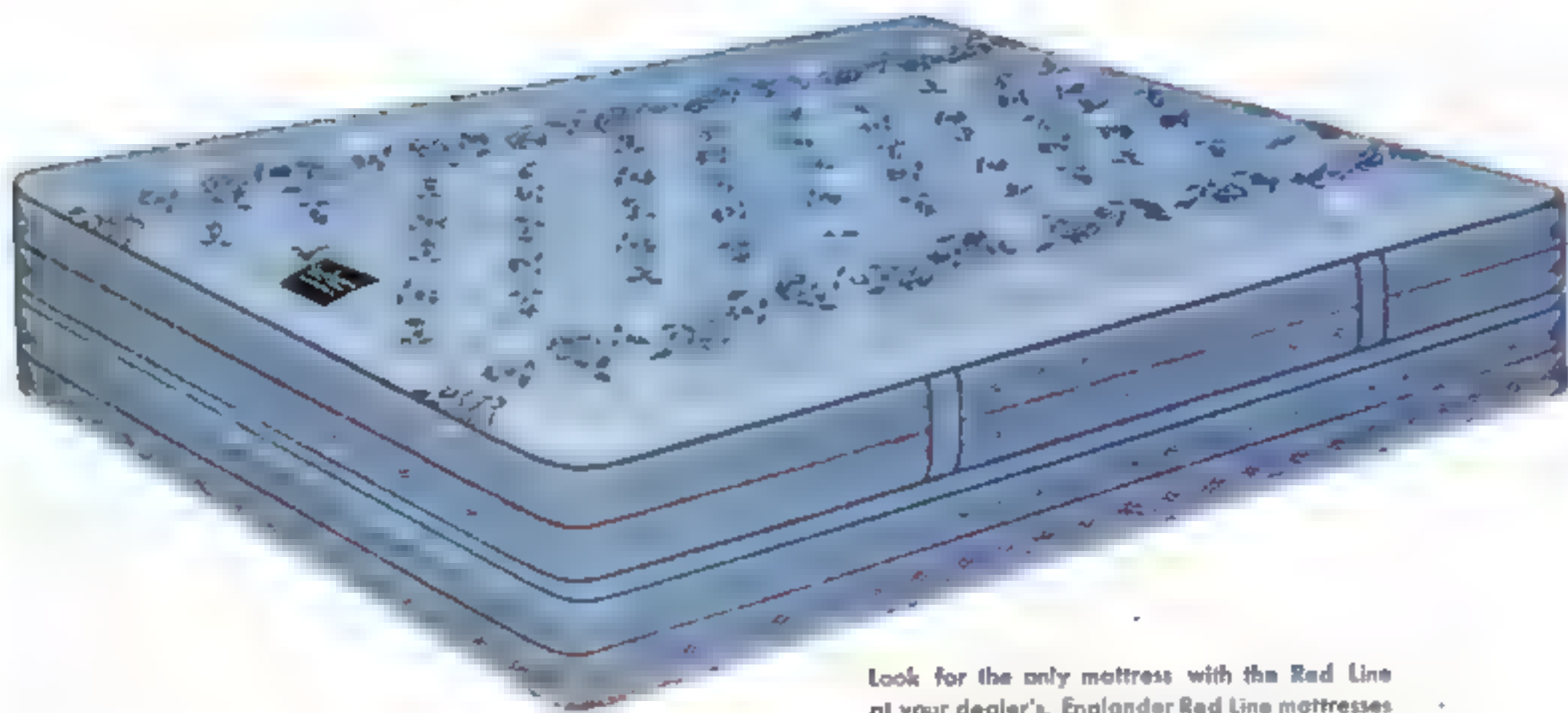


Jackknife

He can be folded up and still relax his muscles completely on the Englander.



Complete comfort for every kind of sleeper — ENTIRELY NEW MATTRESS IDEA



Look for the only mattress with the Red Line at your dealer's. Englander Red Line mattresses or matching box springs \$89.95 to \$59.75. Others as low as \$29.75.



1. Upper layer fits your body
2. Lower layer fits your weight

And good sleep needs two-part support: (1) for body contours, (2) for body weight.

Only the Englander gives you that double support in the greatest mattress improvement in 50 years.

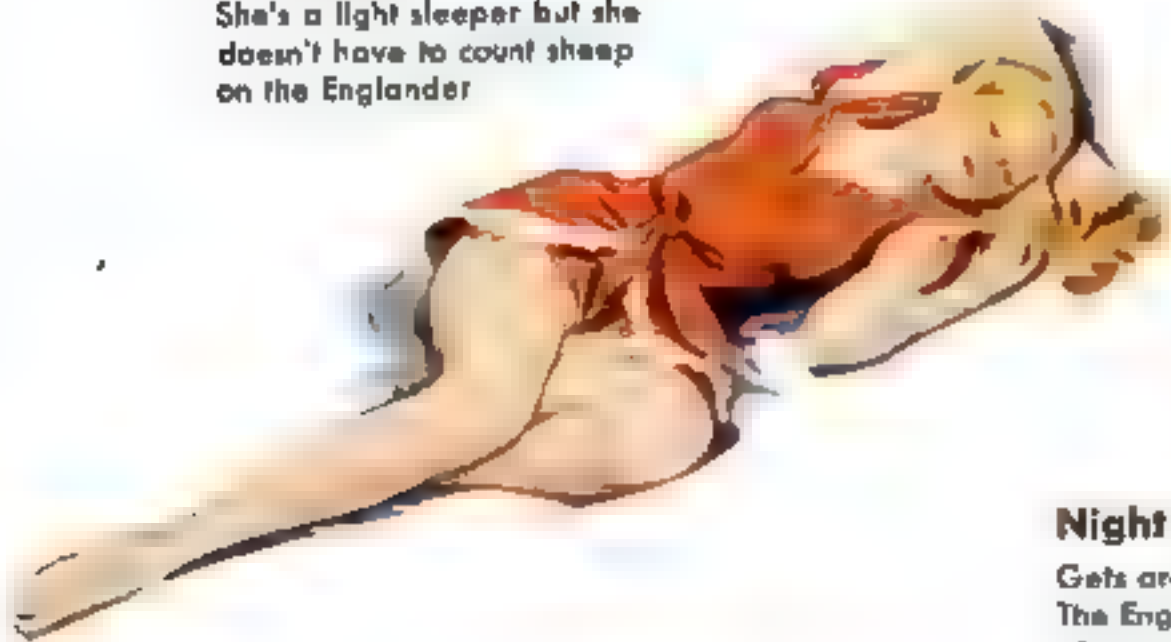
Each spring works independently, tied not at top or bottom by wire, or joined in cotton sacks, but joined in the center by a flexible ribbon of steel. This gives free-floating action.

And if there is "double sleeping" at your house, this individual spring action prevents roll-to-the-middle due to difference in weight.

See the Englander—the only mattress with the Red Line. Now at good furniture and department stores.

Catnapper

She's a light sleeper but she doesn't have to count sheep on the Englander.



Night Crawler

Gets around a lot, even while sleeping. The Englander provides plenty of give-and-take for this fellow.



Trouble in Hollywood CONTINUED



SLASHING PAYROLLS has already had an effect. Screen Actors Guild lists a membership of 8,500, says that 1,200 of these are normally employed but only 600 today. Above: an unemployed actor applies for state compensation.



REHEARSALS, like this one called by Alfred Hitchcock (right) for *Rope*, can often reduce costs by cutting down on retakes and actual shooting time when directors arrange scenes while stagehands stand by, running up expense.



COSTUME EPICS are being shelved and costumes put in storage because such movies are too costly. There will be few \$3 million spectacles scheduled until prices fall enough so that they can be produced for around \$2 million.



Kodak

AND NOW INDOORS
You press the button
It does the rest



Precious pictures are forever popping up indoors after dark. And they're so easy to get... with Kodak Film and a photo lamp or two. Free booklet with helpful suggestions at your dealer's. (See the new Kodak Photo Flasher for "flash" shots with most any camera, \$1.25 plus tax.) Eastman Kodak Co., Rochester 4, N. Y.

"Kodak" is a trade-mark

Only Eastman makes
Kodak Film... the film in the familiar yellow box

Copyrighted material

Who is she?

this lovely woman whose skin glows with young beauty? It can be you... if you've discovered the DuBARRY SUCCESS-O-PLAN for your skin-type. A luxurious beauty ritual... so effortless, it takes only minutes to perform every morning and night.

Your ritual begins with DuBARRY CLEANSING CREAM that softens as it seeks out imperceptible dirt and grime. After your skin is flawlessly clean, the SKIN FRESHENER braces it... tingles it alive. In the A.M., delicate, day-long FOUNDATION LOTION shields your skin from the elements; in the P.M., a super-rich *cream* softens and works wonders while you sleep. Make the DuBARRY beauty ritual a daily habit and yours will be the kind of beauty that makes men whisper, "Who Is She?"

"Who Is She?" She's Carole Crouther, whose lovely face appears in top fashion magazines. She keeps her beauty fresh by faithfully following the Success-O-Plan at home and at the DuBarry Success School on Fifth Avenue. So can you, wherever you live! Ask at your favorite cosmetic counter for the DuBarry Success-O-Plan and DuBarry preparations right for your skin.



DuBarry

BEAUTY PREPARATIONS BY

Richard Hudnut

New York • Paris





THE FIRST PUBLISHED PORTRAIT OF GIULIANO, TAKEN BY U.S. NEWSMAN MIKE STERN, SHOWS BANDIT CHIEF WITH PISTOL AT HIS HIP

King of the Bandits

Sicily's "Robin Hood" is a murderer, a poet and a politician

AT the age of 25, Salvatore Giuliano is the most successful bandit in modern history. From a mountain stronghold frowning down on Sicily's capital city of Palermo, he leads a raggle-taggle tribe of thieves, kidnapers and murderers estimated to number from a few hundred to as many as 5,000. Handsome, dark-eyed, poetical and urbane, he claims that he has effected the biggest redistribution of wealth in Sicily since it was sacked by the Saracens in the Ninth Century.

On an island where banditry and intrigues have a tradition that has carried down to the Mafia (Black Hand) gangs of modern times, Giuliano has risen to the top of his trade in four short but exciting years. Because he is

both bold and articulate and because the Italian people are notoriously fond of wild dramatics and dashing adventure, there are many who consider him a 20th Century Robin Hood who uses a pistol or a submachine gun instead of a bow and arrow. His Latin gallantries and his flair for posing as the benefactor of the poor have built this legend to such a point that his name will undoubtedly be remembered in Sicilian folklore in the same way that Jesse James and Billy the Kid are in America. The Italian government has put a price of three million lire on his head—but Giuliano has countered by offering an equal sum for the capture of Italy's minister of the interior.

Such bravado delights the Sicilians, who

see in Giuliano a sort of earthy and effective avenging angel in the midst of their hunger and misery. When one little town recently found its spaghetti ration cut off, Giuliano hijacked a couple of government trucks loaded with supplies and distributed them in the main piazza of the town (while, of course, the town for which the trucks were intended went hungry for a week). Tales are told of families facing starvation who find money slipped mysteriously under the kitchen doors of their homes; and of a peasant woman, dying because she could not afford an operation, who awoke one morning to find 50,000 lire tucked under her tear-stained pillow.

Italian police contend that there is more

thuggery than philanthropy in the things Giuliano does. Banditry, they point out, can be a profitable business only if there are enough rich persons to rob. Since Sicily is a poor country and Giuliano's standard ransom fee for kidnap victims is 25 million lire (\$43,630), there cannot be many people left who are rich enough to afford to be kidnaped. With his clientele "falling off," Giuliano, the police say, is lying in his teeth when he recounts his largesse to the poor.

Giuliano's father was a hod carrier in New York for nearly 20 years and returned to Sicily just in time for Salvatore to be born there rather than in the U.S. This gives the bandit king a chance to boast, as he often does, that even if he wasn't born in the U.S. at least he was conceived there. His birthplace was the mountain village of Montelepre in Palermo province, his present headquarters. It is a few miles from the birthplace of Lucky Luciano, the one-time New York vice lord who was deported back to Italy in 1946.

Going beyond these simple facts, a reader of the countless stories which the Italian press has published about Giuliano faces a baffling succession of wild theories. Was he a naval lieutenant with a brilliant war record? Was he a sharp young lawyer who gave up the practice of defending criminals to become one? Was he a black-market operator or was he a secret agent for the Allied armies? And the question has even arisen: does he really exist?

The first proof of his existence and the full scope of his activities was procured recently by a party of Americans who managed to visit him in his mountain retreat. After passing a check point on the flatlands just outside Palermo, they were led to his village and there ate with his family, met his triggerman and his personal bodyguard. Giuliano posed heroically under a gnarled old tree (p. 63) for the first portrait of him that the world has seen, and talked at length on such assorted subjects as banditry,

philosophy and politics. With him at the time was his cousin Francesco Badalementi, "The Black One," one of Giuliano's toughest deputies, who was killed last week in a running gun battle with police on the Via Noce in Palermo.

The Italian press has pinned on Giuliano the half-affectionate label of *il bandito gentiluomo*. It especially loves the tale—circulated perhaps by the "gentleman bandit" himself—of his encounter with the Duchess of Pratoameno.

This noble lady, it seems, was sitting quietly one afternoon in the spacious *stanza di soggiorno* of her ancient castle high in the hills of Sicily. She was sipping tea and gazing placidly out over the olive trees, silvery green in the sun, their neat lines filing down to the Tyrrhenian Sea. Suddenly a self-possessed young man entered the room and strode easily across the floor. He bowed, kissed her hand and explained matter-of-factly that his men were looting the castle from dungeon to tower. The duchess wasted no time in fatuous protests but she did make one request. Pointing to her diamond ring, she said, "I ask you only to leave me this. It is the engagement ring given me by my husband, a memory of my youth and of our love." The young man bowed graciously as he removed the ring from her finger, and said, "Knowing this will make me treasure it even more."

On his way out the young man noticed on the duchess' bookshelves an Italian translation of John Steinbeck's *In Dubious Battle* and asked permission to borrow it. A few days later he returned it with a note: "My dear Duchess, I am returning to you the copy of *In Dubious Battle*. I do not know how a reactionary like yourself could possibly have appreciated it, so I was tempted to keep it. But, since Giuliano gave his word, here is the book."

Other victims of Giuliano's waywardness, particularly those he kidnaps, are remorselessly harangued by him on the subject of giving to the poor—but they usually have to pay the standard ransom fee for his lecture. (In one case when he kidnaped the wrong man, Giuliano is supposed to have presented him with a bill for board and lodging during his month's captivity.) But his rough-hewn code of justice goes beyond lecturing his captives on moral problems. In Montelepre he is accused of executing one man for



CRUDE CARTOON by Giuliano has him cutting Italian chain as friend helps pull Sicily to U.S. The lettering attacks informers, praises liberty.

**your home
is your
show window!**

Does that worn living room rug embarrass you when friends call? Why not make your home really "Home Sweet Home" with a new Alexander Smith Floor-Plan Rug on the floor? Choose from a variety of designs and room sizes in plain, textured, or figured patterns. All modest in price. Shown is a lovely Axminster, Series A 876, a rich damask effect on tan. Send for Clara Dudley's free book, "Colorama."

Alexander Smith & Sons Carpet Company, Dept. LB-2, 285 Fifth Avenue, New York 16, N. Y.

Look at your rugs. Other people do!

Alexander Smith
Floor-Plan Rugs & Broadloom Carpets

COPY 1948, ALEXANDER SMITH & SONS CARPET CO.

CONTINUED ON PAGE 67

The smoothest spread to put on bread

*The staff of life
needed around the world—
don't waste a precious crumb*




Nearly everybody enjoys eating margarine but nobody enjoys coloring it.

The picture you see here shows margarine *yellow* the way you want it. But do you get it yellow? You do not. You get it white and color it yourself. The law says there is a penalty of 10¢ per pound for the manufacturer to color it yellow the way you want it.

The fact is that now, at a time when every American is desperately trying to save money on food bills, this smooth, nourishing, digestible, economical product is still carrying the burden of discriminatory taxes which date back to the horse-and-buggy days (1886).

Remember the voice of the public is the voice of American lawmakers.

Nutritious **Margarine**
NATIONAL ASSOCIATION OF MARGARINE MANUFACTURERS
Munsey Building, Washington 4, D C.

A man with light brown hair, blue eyes, and a slight smile is shown from the chest up. He is wearing a dark blue suit jacket, a white dress shirt, and a blue tie with a repeating geometric pattern of squares and diamonds in gold and white. The background is a plain, light color.

"Even I look good
in an Arrow Shirt!"

\$3.50 • \$4 • \$4.25 • \$5

ARROW SHIRTS

Cluett, Peabody & Co., Inc.

overcharging at the general store, another for stealing from the poor. The village postmaster, it is said, was neatly disposed of for holding out on townsfolk cashing money orders; he had made a final mistake of trying to shortchange Giuliano's sister. In other instances when Giuliano sees fit to commit murder he can do so either brutally or with a graceful flourish. When he recently wiped out three informers in his own gang (the Misuraca brothers) he stood beside their bullet-riddled bodies near the public fountain of the main piazza and scribbled a line on a scrap of paper that he pinned to the chest of one of the betrayers: "The unhappy souls of spies do not go to Paradise."

Poetry, however, is a less serious pursuit for Giuliano than politics. In the best tradition of Sicilian banditry, he thinks of Sicily as God's country and Italy as a province of the devil. To "free" Sicily (from Rome-directed police forces) he has talked of leading an army—and he preaches a brand-new kind of redemption for his land. He thinks Sicily's destiny no longer should be tied to that of Italy, but that instead Sicily should become a part of the U.S., preferably as a 49th state. A cartoon that he himself drew recently (p. 64) illustrates how easily he considers the separation could be made. Aware, however, that there might be some difficulties, Giuliano has muttered about running for election as a deputy of Italy's Constituent Assembly—where his presence at least would add another dash of color to an already excitable and harassed group. In the proper tradition of Italian politicians he already has had garish slogans carrying the message "Long Live Giuliano and Democracy" whitewashed on sun-baked walls of countless Sicilian villages.

On another political front and with what he considers is consistent with his professed love for America, Giuliano has declared the Sicilian hunting season open on all Communists. His gang has personally tossed bombs at C.P. headquarters in several towns, and he is supposed to have led the masked attack on May Day demonstrators at Pian della Ginestra where 8 villagers are said to have been murdered and 33 wounded.

Official Italy was outraged by this performance and an expeditionary force was sent out to get him. After the expedition failed the poker-faced Communist press began to take his pronouncements and defiance of the government at their face value and denounced him as a tool of Sicily's large landholders and feudal barons. Some have even bracketed rowdy Giuliano and gray-haired, soft-spoken James C. Dunn, American Ambassador in Rome, as colleagues in reactionary conspiracy.

Giuliano has shrugged this off. In fact he has capped it by writing to President Truman for aid under the Marshall Plan, arguing that he commands the only really active military force battling Communists in Italy. He recalled that in the last Sicilian election (April 1947) the Communists made an ominously good showing for the traditionally conservative island and, with the Socialists, won the biggest single bloc of seats in Sicily's regional assembly. He thought it would be a pretty serious matter if the Communists and Russia got control of Sicily while the U.S. was working overtime to keep them out of Turkey and Greece. In man-to-man fashion Giuliano admitted that he was pretty well stocked with small arms—all he wanted from the Honorable President, he said, was a shipment of antitank guns and bazookas.



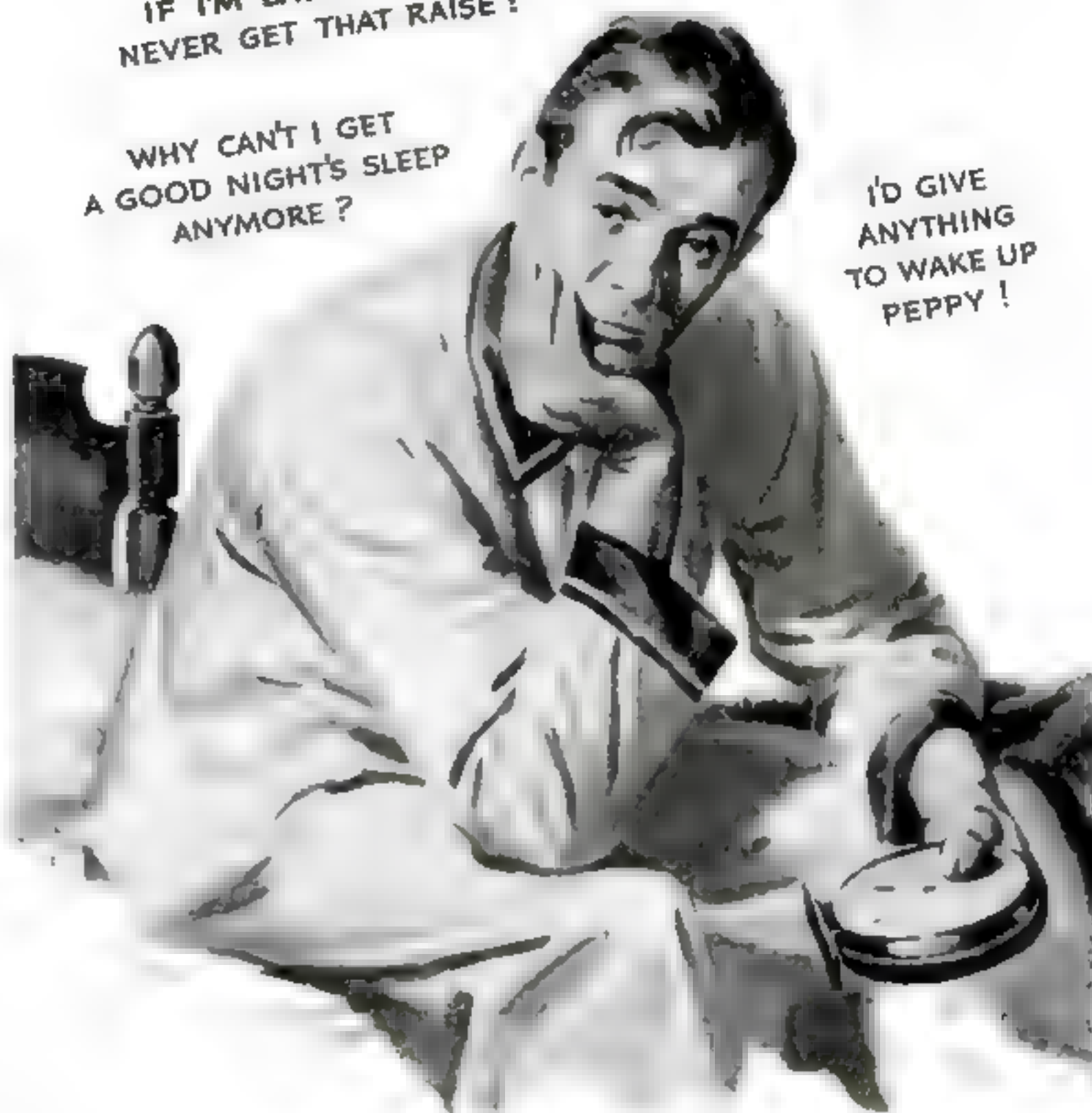
INSPECTOR MESSANA of Palermo, not far from Giuliano's mountain headquarters, is a bitter man who swears that someday he will get Giuliano.

why be **TIRED** in the morning?

IF I'M LATE AGAIN, I'LL NEVER GET THAT RAISE!

WHY CAN'T I GET A GOOD NIGHT'S SLEEP ANYMORE?

I'D GIVE ANYTHING TO WAKE UP PEPPY!



Try this - FOR BETTER SLEEP AND MORNING ENERGY!

Life can be pretty tough—if you wake up logy and listless. It's a fight to get going—you're edgy and cross with the wife—cranky with the children. Maybe late to work—in no shape to make the most of your job.

But what a different story if you wake tuned up after a good night's sleep. It's no struggle—your wife and children are fun! And you can tackle your job with the kind of energy that makes it easy. You do more—you get farther—with less effort.

So isn't it worth your while to try one simple thing? You've heard about it—thousands do it—just drink a cup of hot Ovaltine as a regular bedtime habit.

As you probably know, hot Ovaltine at bedtime promotes sleep—the kind of sound, restful sleep that lets you wake up promptly and peppy. And in a safe, natural way—*absolutely no drugs*.

And don't forget—*while you sleep*, Ovaltine gives you *food*—processed for easy digestion—to build up vitality. Plus a bonus of vitamins and minerals—for all-round vigorous health.

So why not start drinking Ovaltine at bedtime—not just once in a while, but every night? See if it doesn't make your mornings more pleasant—days more profitable.

OVALTINE

PLAIN AND SWEET CHOCOLATE FLAVORED



A GOOD NIGHT'S SLEEP IS THE BEST MORNING BRACER!





You never saw

You'll love these luxurious, new wonder-nap blankets in luscious white, or in soft blue, dusty rose, apple green, cedar, peach, and canary yellow. They are full 6 feet wide, giving a generous tuck-in for a double bed. And they have a lustrous, wide, self-color rayon satin binding.

PEPPERELL

Such a Beautiful Blanket

AT SUCH AN AMAZING LOW PRICE!

PEPPERELL makes blanket history by cleverly looming a blanket—a blend of half wool, half rayon—in such a way that the nap (the part that really keeps you warm) is *two-thirds* wool, one-third "crimped"* rayon. This wonder nap is the secret of the ultra-luxurious value you get for so modest an outlay of cash!

When you feel this blanket... this wonderful new Pepperell blanket... you can hardly believe the price! Pinch the depth of that bouncy nap. Look at the soft, rich shimmer of it in white... or the lush, clear tones in blue, green, canary yellow, dusty rose, cedar, peach. Here is a beautiful blanket that's light and fluffy and warm—warm—WARM! Here is a beautiful, luxurious

blanket at a price that even your pocket-book warms to!

It's a PEPPERELL achievement

That nap... that resiliency... that over-all texture so like all-wool, comes from a very special handling of rayon with wool—the result of research by Pepperell technicians during the war. In total construction, the

blanket is a blend—half wool, half rayon. But the smart feature is its warmth-hoarding *wonder nap*, which is *two-thirds* wool, one-third "crimped"* rayon. Words and pictures can only partially tell you what a value you get in this remarkable new blanket at such a low price. You must see it—feel its depth of nap. See it this week in your favorite store where you get your best values.

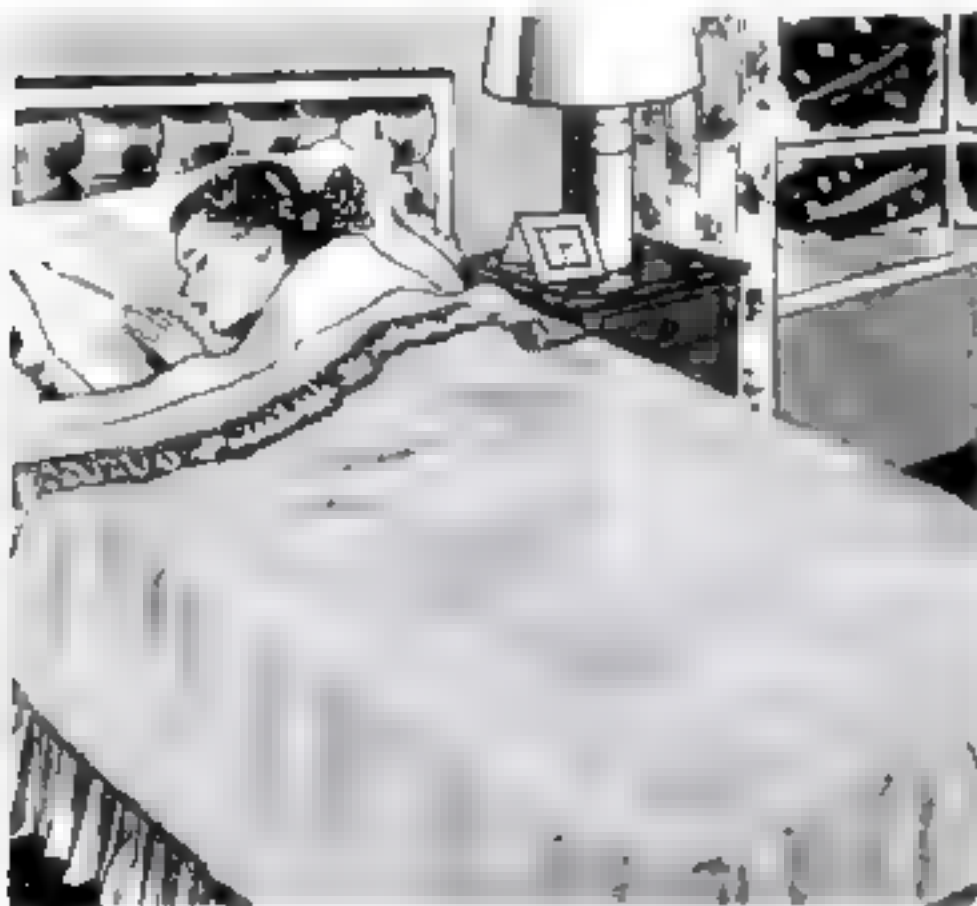
So Warm!

When you snuggle down under the fluffy softness of Pepperell's new wonder-nap blanket, you'll know how smart you were to get it! The fibre picture (far right) tells part of the story. A trick of weaving new "crimped" rayon with wool produces the distribution of air cells in the nap that gives depth of insulation. And it's *insulation*, not weight of covers, that keeps you warm, you know!

Luxurious Thrift!

Now you can afford a beautiful blanket for every bed in your house. How can Pepperell give it to you at such an astonishingly modest price? Because it's half rayon, half wool, cleverly looming to give you snugly warmth at less cost. Praise be to science for its modern wonders! And give your store a quick buzz for this new Pepperell blanket with the warm wonder nap.

*"CRIMPING" does to rayon fibres what a permanent wave does to your hair. This enlarged picture shows you how it rearranges the molecular structure of the straight rayon filaments (1) into the wavy threads you see in (2). This is the bouncy, resilient rayon fibre cleverly looming with wool to make the fluffy, warm wonder nap of Pepperell's new luxury-at-low-cost blanket.



Glolon®
AND
Warmilon

BLANKETS

Made by the Makers of Famous Pepperell Sheets



PEPPERELL MANUFACTURING
COMPANY
Boston, Massachusetts



*Nobody heard of it
3 years ago—today B-B is*
**THE WORLD'S
LARGEST SELLING
PEN**



How can this quality pen be sold for 98¢?

A good pen has always been expensive. Most fine pens sell at \$5 to \$15. But during the last two years a revolution has taken place in the pen industry. War-developed precision tooling and mass production methods have enabled B-B craftsmen to turn out a handsomely styled, top-quality pen for 98¢.

The B-B is making pen history

B-B's decision to sell many pens at a small profit instead of fewer pens at a large profit is making pen history. Accountants, school children, bank executives, carpenters and clerks are buying B-B pens at the rate of more than one million every month.



Why do 1 million people a month buy a B-B pen?

1. NO BETTER WRITING MECHANISM has ever been made at any price. Chrome steel ball floats inside tip with less than 1-10,000 inch tolerance... rolls freely, writes freely.

2. WON'T SKIP, SCRATCH, CLOG OR BLOT. B-B has solved all the problems which plagued early ball point penmakers.

3. A WORKING PEN that's dependable every time. The B-B writes at any angle,

writes far smaller figures than a conventional pen.

4. EXCLUSIVE "PERMA-DRI" INK needs no blotting, rolls on dry. Developed for B-B pens exclusively. The ink cartridge contains enough ink to write a line 18 miles long.

5. WRITES AS EASILY AS A PENCIL. Ideal for schoolwork, office or household. Get a B-B today!

Guarantee Compare the B-B with any other pen regardless of price. You too will say it's the finest writing pen you've ever tried. Every B-B pen is given a mechanical, visual and writing check before leaving the factory. Every pen is backed by an all-time service guarantee. B-B Pen Company, Inc., 6245 Santa Monica Blvd., Hollywood 38, Calif. 3 attractive models at 98¢. VP (for vest or purse), Retractable or Executive. Choice of assorted colors with chrome or gold type caps and clips.

B-B "PERMA-DRI" INK REFILL CARTRIDGES—sold by all stores—49¢. Fit any model B-B pen. 10 seconds to install. Good for 6 months' average use.



Copyright 1948. B-B Pen Company, Inc.



KICKING UP A SPRAY OF SNOW, SKI PROFESSIONAL OLOF RODEGARD SWINGS HIS SKIS INTO THE AIR ON A JUMP TURN

Skiing

An Oregon resort enjoys its biggest season

PHOTOGRAPHS FOR LIFE BY RALPH CRANE

Once again northern U.S. is echoing to the slap of skis, the buzz of ski tows and the uninhibited talk of "vorlage," "schusses" and wax. At Timberline Lodge, halfway up Oregon's 11,245-foot Mt. Hood, the skiing season is already in its fourth month. The first snow flew back in September. Now the rocks are covered, the gullies are filled and the beginners are grimly snowplowing down the gentle slopes in their new department-store outfits. The ski pros are

back, whizzing through slalom gates and making fancy turns (*above*). All day the skiers go whooping and hollering down the mountain-side—and occasionally a stretcher comes back up. At night Timberline's six huge fireplaces sear the soles of new moccasins while the snow deadened air carries the drinking songs into the canyon below. It looks like the best season yet.

This bustle, at Timberline as at every other

ski resort, is the manifestation of a winter light-headedness that has swept the U.S. with the virulence of a disease. For all its virulence the disease is comparatively new. Fifteen years ago the sport was confined to a few skiers willing to trudge back up the hill. Today there are more than three million of them swarming down over the landscape from Maine to Oregon, making millions of dollars for manufacturers of ski equipment but hurting no one but themselves.

CONTINUED ON NEXT PAGE



LODGE (center) nestles at timber line of Mt. Hood. It cost a million dollars, has own weather forecaster. Nearest settlement, Government Camp, is 6 miles away.

Skiing CONTINUED

Timberline

***Its snow is 15 feet deep,
its chair lift a mile long***

Timberline Lodge has one of the longest ski seasons in the U.S. From November through April it is half buried under 15 feet of snow. Every weekend during these six months it is overrun by 5,000 skiers who pour in by automobile and bus from the nearby population centers of Portland and Seattle. Skiers speckle the mountainside like pepper on a dazzling white tablecloth, and the pine-paneled lobby of the main lodge is as busy as the floor of the New York Stock Exchange. There is a mile-long chair lift (opposite) and, within 200 yards of the main lodge, three rope tows which pull the skiers up gentle, steep or precipitous slopes. Below the lodge four separate ski trails wind $3\frac{1}{4}$ miles downhill through the dense fir forests. Twice a day Timberline's two full-time instructors give ski lessons (cost: \$2 each), and naive beginners usually start out by asking, "How high do you jump?" The instructors patiently explain that jumping is a highly skilled specialty and that less than one out of a hundred skiers ever does it at all. Like all other ski resorts, Timberline Lodge suffers from overcrowding; from the popcorn machine to the ski lifts, nothing is adequate. The business is simply more than the facilities can handle. But no resort managers are complaining. They expect to do a \$150 million business this winter.



A NOON SNACK takes place 7,000 feet above sea level at Silcox hut. Crowd includes both the lodge guests and weekend skiers, who ride up on the chair lift

and pause occasionally for hamburgers and coffee before putting on their skis and flying down the mountainside course, which is nicknamed "Magic Mile"



CHAIR LIFT, which Merrie Down takes to ride in comfort (her ski already fastened), cost \$60,000 to build in 1935. It starts at timber line, runs up into vast fields

of unsheltered snow. Spectacular growth of skiing saw by the 1940s—recently as 1943 there was not one ski tow in the U.S. Now there are about 800

Skiing CONTINUED



EVEN IN SNOW STORMS skiers are out. Here one ascends Mt. Hood by way of Salmon River rope tow. It skirts a canyon, is steepest of Timberline's three tows



STORM COSTUME includes thick goggles, hoods and heavy mittens. Left to right: Margaret Henshaw, bank clerk, Pam Glascock and Steve Church, students.



BEGINNERS' SLOPE is covered with skiers in spite of the bad weather, which rarely drives even them inside the lodge. Beginners fall and flounder a lot, seldom



are injured when they remain on gentle slopes like this one. But some beginners quickly acquire a false sense of balance, then become overconfident and start

hurtling down steep slopes at breakneck speeds. These foolish "schussboomers" are the people who crash into trees and take spectacular cartwheel falls.

CONTINUED ON NEXT PAGE



"SNOW BUNNIES" (beginners) descend a trail in the forest below Timberline Lodge. To check their speed they use the snowplow technique, leaning forward,

bending their knees and forcing the tips of their skis inward. Any experienced skier on an easy slope like this would zip down past them with disdainful ease.



SLALOM RACE, in which skier makes a series of turns between flagged poles, is part of Far Western Kangaroo, a competition held annually near Timberline.



"SNOW CAT," a tractor-like contrivance, is used to service the ski facilities and to drag ambitious skiers like these to the high fields of snow above the town.



DOWN THE ROOF go four skiers who glide over a huge snowdrift that buries one complete side of the hut at the lower terminus of the Timberline chair lift.



SUNBATHERS strip to shorts and a sweater or halter and sit in the snow. Temperature is 28° but sun's rays are so strong that the girls must use sun-tan oil.



CAMPING OUT. Dave Morris (left) and Fred Meberg use pup tent. They cooked meals on a portable stove, cut the cost of their week's ski vacation to \$18 each.



AT NIGHT the peak of Mt. Hood, an inactive volcano still exuding vapors, forms a ghostly backdrop for the low, sprawling skiing lodge. The moon, softer than

the glaring spots of light from the windows, throws long shadows of the fir trees across snow churned up during the day by countless skiers. But the temperature



is 18° above and the air, without the sun, is biting, so few skiers venture outside. Occasionally, just before bedtime, a few rugged fresh-air addicts find the fire-

places too hot and duck out to flounder about and get well chilled before turning in for a good night's sleep so that they can start all over again in the morning.

CONTINUED ON NEXT PAGE



HONEYMOONERS, Elda and Paul Shreve, sit before the big north-side window in the lobby of the skiing lodge to look at Mt. Hood as the late afternoon sun

makes the snow sparkle brilliantly. Their courtship was on skis, and they came to Timberline the day of their marriage. Both are art students in Portland.

Indoors

*Some skiers spend a lot;
some get by on \$35 a week*

Timberline Lodge is run on the European plan, i.e., with separate prices for rooms and meals. While affluent skiers spend up to \$125 a week, the average cost is about \$80. A few, like the girls at lower left, supplement one big meal a day with their own peanut butter and crackers and manage to enjoy themselves on about \$35 a week. One advantage of skiing over other vacations is that once room, meals and ski-tow tickets are paid for there is little chance to squander money. The state of Oregon provides thrifty skiers with an added economy: they have to bring their own liquor.



DORMITORY BUNKS cost the six girls above only \$2.50 each a night. They drove from Seattle for a week's skiing, brought their own food to save money.



DE LUXE ROOM has fireplace, costs \$14 a day. While clothes dry over fire and his wife knits, Rola Voltstaedt relaxes from skiing by reading a ski magazine.



WINDOW-SILL BAR is provided by 20-foot snowdrifts which reach the level of a third-story room occupied by Erick Lundberg, the Timberline Lodge music

director. Above: Gene Vradenburg interrupts her skiing for a few minutes to drink a bottle of beer, which Lundberg has chilled in snow outside his window.



WAXING THEIR SKIS in a dungeonlike room off the lobby, young enthusiasts get ready to try morning snow. Almost every expert has his own waxing tech-

nique. Guests are discouraged from taking equipment to their rooms, but the lodge sometimes has trouble with beginners fondly clutching their brand new skis.



BURNING THEIR SKIS, two casualties rest their broken ankles in plaster casts while their smashed equipment goes up in flames. Robert E. McCooey (*facing fire*)

was hurt during the first hour he had ever been on skis. But he plans to start all over again. About 10 breaks and sprains occur every weekend at Timberline.

CONTINUED ON NEXT PAGE

Skiing CONTINUED



COMING IN from the cold, pig-tailed Anna Von Hoomissen eagerly descends snow-covered steps to Silcox hut. Inside the hut is a fire and a hot-food counter.



AN AVALANCHE which crashed through dining-room window makes work for bellboy with shovel and a cooler for the woman guest with the bottle of wine.



LODGE EMPLOYEES Theo Tysdal (with beer bottle) and Alan Roessler (on her right) relax under a sun lamp in a room where the staff gathers to talk shop.

AT DAY'S END THEY STILL TALK SKIING AROUND THE FIRE ➔







DESIGN BY ADELE SIMPSON

Secret thoughts of a proud hostess...

"I do believe I love my silverware a little more each time I use it! Truly no other silverplate can match the beauty and rich quality of 1847 Rogers Bros."

FIRST LOVE ADORATION REMEMBRANCE ETERNALLY YOURS



America's Finest Silverplate **1847 ROGERS BROS.**

1847 Rogers Bros. has not gone up in price!

Few possessions will give you such lasting pleasure and long service as 1847 Rogers Bros. silverplate.

Few things today are so wise to buy! For this silverplate that more women own and love than any other is one on which the price has *not* been raised.

So choose from the patterns with the yearmark "1847." Only solid silver, as a rule, has such high, deep ornament; exquisite detail; perfect balance in your hand. 52-piece service for eight, \$64.75, with chest. No federal tax.

TUNE IN THE ADVENTURES OF OZZIE & HARRIET FRIDAY 9:30 PM E & T CBS,
COPY 1946, THE INTERNATIONAL SILVER CO., MERIDEN, CONN.

BROADWAY CHEERS NEW COMIC STAR

Nancy Walker wows the shlumps

"Afraid of a bunch of New York shlumps? Not me," said Nancy Walker when asked if she was worried about the impending opening of her new musical, *Look, Ma, I'm Dancin'*. The shlumps, which is what Nancy fondly calls her friends, all came to the opening last month and with wild acclaim showed Nancy that she really didn't have anything to be afraid of. Overnight the 25-year-old actress, who is only 4 feet 11 inches tall and looks like a frightened small fry facing up bravely to the town bully, became the season's newest and brightest star comic. The *Times* critic called her "the best slapstick comedian of the generation."

Nancy, whose father is Dewey Barto of the noted acrobat team, Barto and Mann, began her theatrical career as a singer of tearful ditties. She was terrible and got fired from every job. By mistake she was invited in 1941 to sing for George Abbott, who thought he was going to hear another singer named Walker. Nancy's serious rendering of "Bounce me, brother, with a solid four" convulsed Abbott and he hired her for his show, *Best Foot Forward*. Transformed into a comic, Nancy has acted in three more musicals, all of them, including *Look, Ma*, directed by George Abbott.

In her present role of a Milwaukee beer heiress who supports a ballet company because she wants to be a ballerina herself, Nancy occasionally whoops it up in a big noisy number like *I'm Tired of Texas* (p. 90), which is the show's hit song and ought to be popular in 47 states. But usually she acts with a kind of muted frenzy as if she were stealing apples from a pushcart. "You gotta be careful how you do a part," she says gravely, "or you can be an awful hambone."

Aside from a few squats Nancy is perpetually on her feet and regards *Look, Ma, I'm Dancin'* as a real bonecrusher. Last summer she acted briefly in a straight play and was amazed by its advantages. "My God," she observed, "in a straight play you can eat, smoke and drink tea and not have to wait for some guy in the pit to give you the pitch."



A BUSHED BALLERINA, Nancy Walker grabs her ankles in a pose that parodies ballet dancers painted by

Edgar Degas. Nancy studied ballet for more than a year so she would know how to make fun of dances accurately.

"PAJAMA DANCE," BEST OF SEVERAL BALLETS JEROME ROBBINS DID FOR "LOOK, MA," TAKES PLACE IN A PULLMAN CAR CROWDED WITH BIZARRE SLEEPWALKERS



Discovery!

called finer than Lanolin itself
by skin scientists

Vitome

now in

Jergens Face Cream

ALL PURPOSE.....
PLUS VITONE.....
THE SUPERLATIVE.....
SKIN SMOOTHER.....

A CLEANSER
A SOFTENER
A DRY SKIN CREAM
A POWDER BASE



Now...you're closer to romance...closer to a softer, love-inspiring skin. Jergens Face Cream is enriched with a precious skin-smoother, Vitome—called finer than Lanolin itself by skin scientists. Thrill to the way Jergens Face Cream softens, smooths your skin to new beauty.

Like four beauty aids in one jar: Jergens Face Cream is all-purpose. Use it to cleanse, soften, help smooth dry-skin lines...as your powder base. Enriched with Vitome yet costs no more than ordinary creams.

Doctors' tests show 8 out of 10 complexions beautifully improved: "Softer, smoother, fresher" with Jergens Face Cream enriched with Vitome

New Comic Star CONTINUED



AS AN ASPIRING DANCER who buys her way into a ballet company, Nancy Walker (left) chugs along like a caboose at the end of a train of nymphs.



FOUR POSITIONS of ballet are rehearsed by Nancy in hopes that she will be allowed to dance in *Swan Lake*. But all she achieves is hilarious clumsiness.



DANCING AT LAST, Nancy is so thrilled to find herself rehearsing with a pair of airy dryads that she vows with delight and waves wildly to her friends.

CONTINUED ON PAGE 90

FREE! Be our guest at breakfast... 24 times!



FREE!



BIG



BOX



OF



24



SERVINGS



OF



HOT



GRAPE-



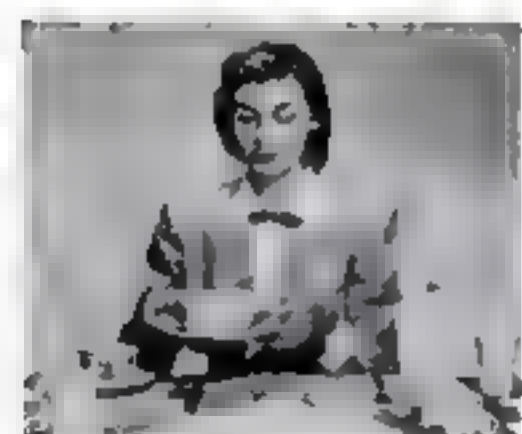
NUTS



WHEAT-



MEAL!



YOU



EAT...



WE



TREAT!



YOUR



GROCER



HAS



YOURS



RIGHT



NOW!



HURRY!



HURRY!

No—we're not off our nut! We believe in proving to you how super-delicious our wholesome new hot cereal, Grape-Nuts Wheat-Meal, really is—instead of just boasting about it!

So we're going to treat your family to your first, full-size, 24-ounce package—24 average bowlfuls—of this nut-sweet, creamy-rich, whole wheat cereal FREE!

Why? Because we know that once you discover this toasty, piping-hot treat you will be a Grape-Nuts Wheat-Meal customer for life!

JUST DO THIS—WHILE FREE OFFER LASTS!

1. Ask your grocer for Grape-Nuts Wheat-

Meal. Pay for it—temporarily!

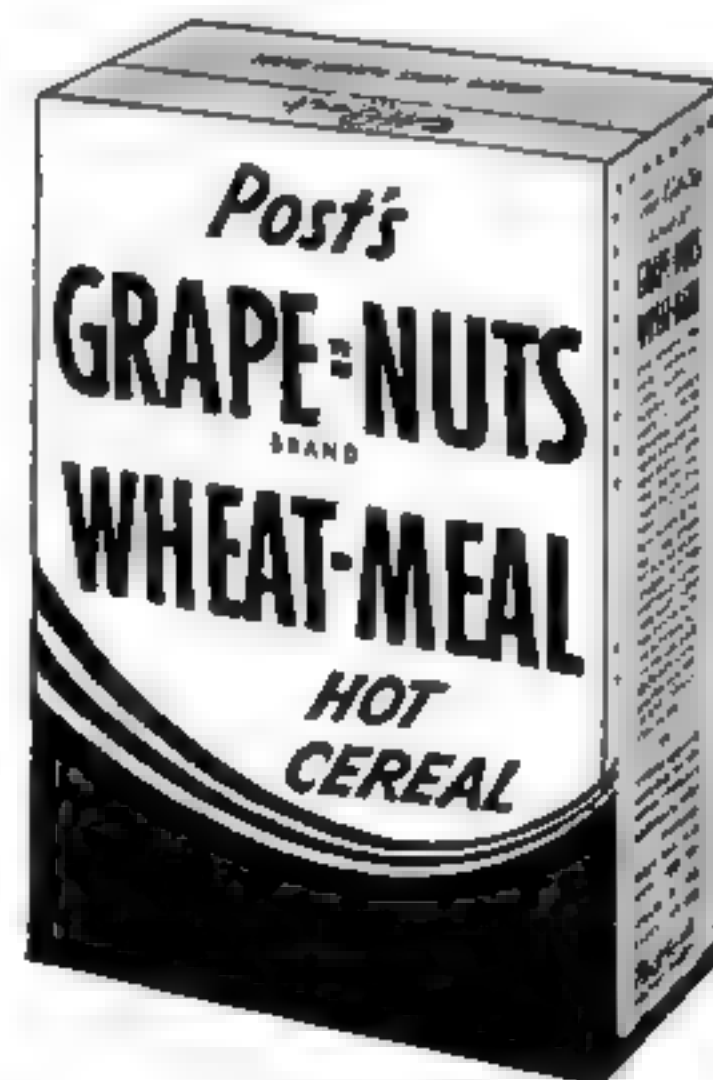
2. Serve it. Then—let anybody in your family write a letter telling how much was paid for it, and whether or not he likes it.

Mail with name and address and box top from any size package of Grape-Nuts Wheat-Meal—16, 24, or 30-oz.—to Post's, Dept. L-3, Battle Creek, Michigan.

3. Your purchase price will be refunded by mail.

Tear out this reminder:—Get our FREE "treat-meal," Grape-Nuts Wheat-Meal, today! (Cooks in 3 minutes!)

**OFFER CLOSES MAY 1, 1948!
ONLY ONE BOX PER FAMILY!**



A Product of General Foods

WHAT A BREAK FOR BREAKFAST
POST'S HOT GRAPE-NUTS WHEAT-MEAL

meet

the cooking treat of the year!

**It lights
without matches!**

Instant high speed, dozens of heats! And remember this: Nothing else cooks as fast as Gas!

**Broils without
pre-heating!**

Broiling as you want it, every degree from char-type to "done through." Only Gas has such flexibility!

**Automatic...
Clock-controlled!**

Cooks complete oven meal by itself! And only Gas air-circulated ovens can bake and brown so evenly!



MAGIC CHEF
AUTOMATIC GAS RANGE



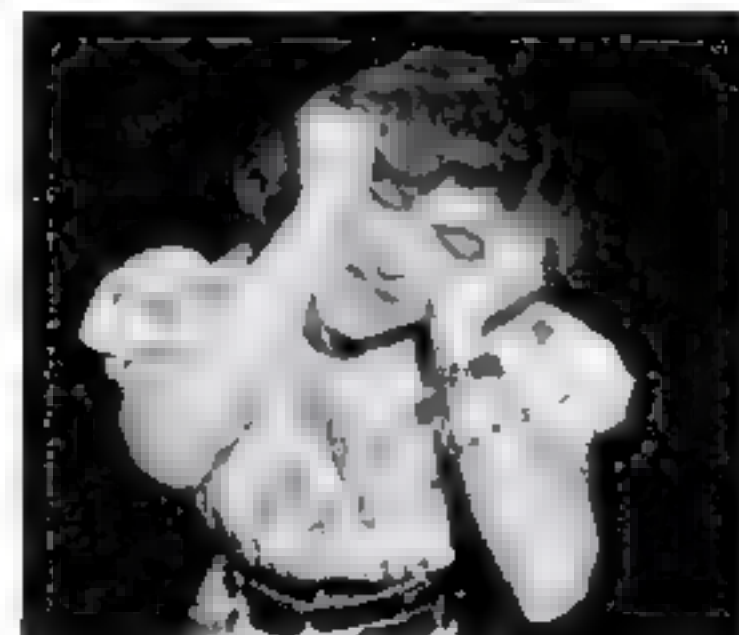
Only the new automatic Gas ranges give you so many cooking advantages—inside and out! What's more, they're faster, simpler, more economical to operate! This new MAGIC CHEF Gas range is just one of the many "makers" and models built to exciting "CP" standards. Go to your local Gas Company or Gas appliance dealer's and choose one for your "New Freedom Gas Kitchen" today!

*Cot. Mark, Amer. Gas Assoc., Inc.

*it's the new
automatic* **gas** *range!*

AMERICAN GAS ASSOCIATION

New Comic Star CONTINUED



"I'M TIRED OF TEXAS"

Hit song in Link, Ma is sung by Nancy to indicate boredom with a state whose inhabitants perpetually shout its praises. Below: some verses.

VERSE

I used to think the states were forty-eight,
But there is one that really shouldn't rate:
Too dry and too wet, too;
I thought I'd let you know.
It's got a reputation for its size,
Ho-ho-ho-ho, but that's the only claim I recognize.
Too cold and too hot, too,
It's really got to go
Back to Mexico.

CHORUS

I'm tired of Texas,
So tired of Texas.
I'm gonna head out, spread out
Away from Texas.
I'm so darn fed up
That I can hardly hold my head up.
I'm gonna say goodbye so proudly, loudly
I'll wake the dead up . . .
Though I am callous,
And dull of malice towards Dallas,
The spot I'd really hate to roost in,
Or be seduced in,
Is Houston . . .
You hear me howling,
I'll soon be prowling,
I'm gonna light out,
Right out,
And never more stray,
'Cause it's the rear end
Of the U.S.A.

COPYRIGHT 1947 BY HUGH MARTIN, N.Y., N.Y. BY PERMISSION OF PUBLISHER CHAPPELL AND CO., INC., N.Y. N.Y.



ANTI-TEXAS sentiments are bellowed by Nancy. When Texas' Governor heard of song he said composer must be "allergic to beauty, bigness and vigor."



"That's what I call real beer...
no wonder it made Milwaukee famous!"

With every sip you'll sense
that smooth exquisite taste.
None of the harsh bitterness.
Just the kiss of the hops.



Schlitz Brewing Company
Milwaukee, Wis.

The Beer that made Milwaukee Famous

HERE'S THE NEWEST WAY TO GET AN EXTRA BEDROOM!

Overcrowded? Be sure to see Simmons' beautiful new space-saving Hide-A-Bed® sofa!

Here's important news—if you need extra sleeping space in your overcrowded home!

Beautiful new styles of Simmons' famous space-saving Hide-A-Beds, and other Simmons double-duty furniture, are now being shown at leading furniture and department stores.

And the Hide-A-Bed is the sofa bed you want, if you want the *very finest!* Here's why:

Hide-A-Bed is the *only* sofa bed that offers you the comfort of a genuine Simmons inner-spring mattress. A full-size mattress! 54 inches wide! Not just a skimpy, make-shift, ordinary sofa mattress!

It's the *only* sofa bed with an *all-steel* tubular frame—light but sturdy! The *only* sofa bed with a folding mechanism so *scientifically counter-balanced* it almost seems to open and close itself at your direction!

And, as you can see, Hide-A-Bed tailoring and upholstery is so superb, there's no trace of the big bed inside. It's a handsome living room sofa you'll be proud to own. \$189.50 to \$270.50 depending upon fabric selected. Slightly higher west of Rockies.

P. S. National Sleep Show, March 1 to 20.

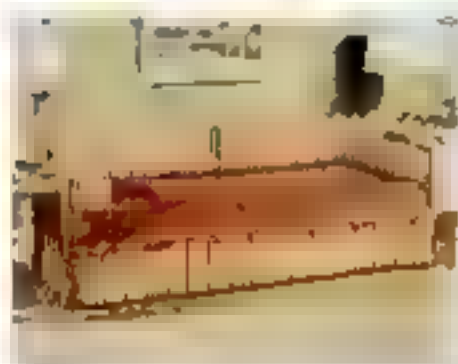
A STYLE FOR EVERY TYPE OF ROOM



LAWSON



TUXEDO

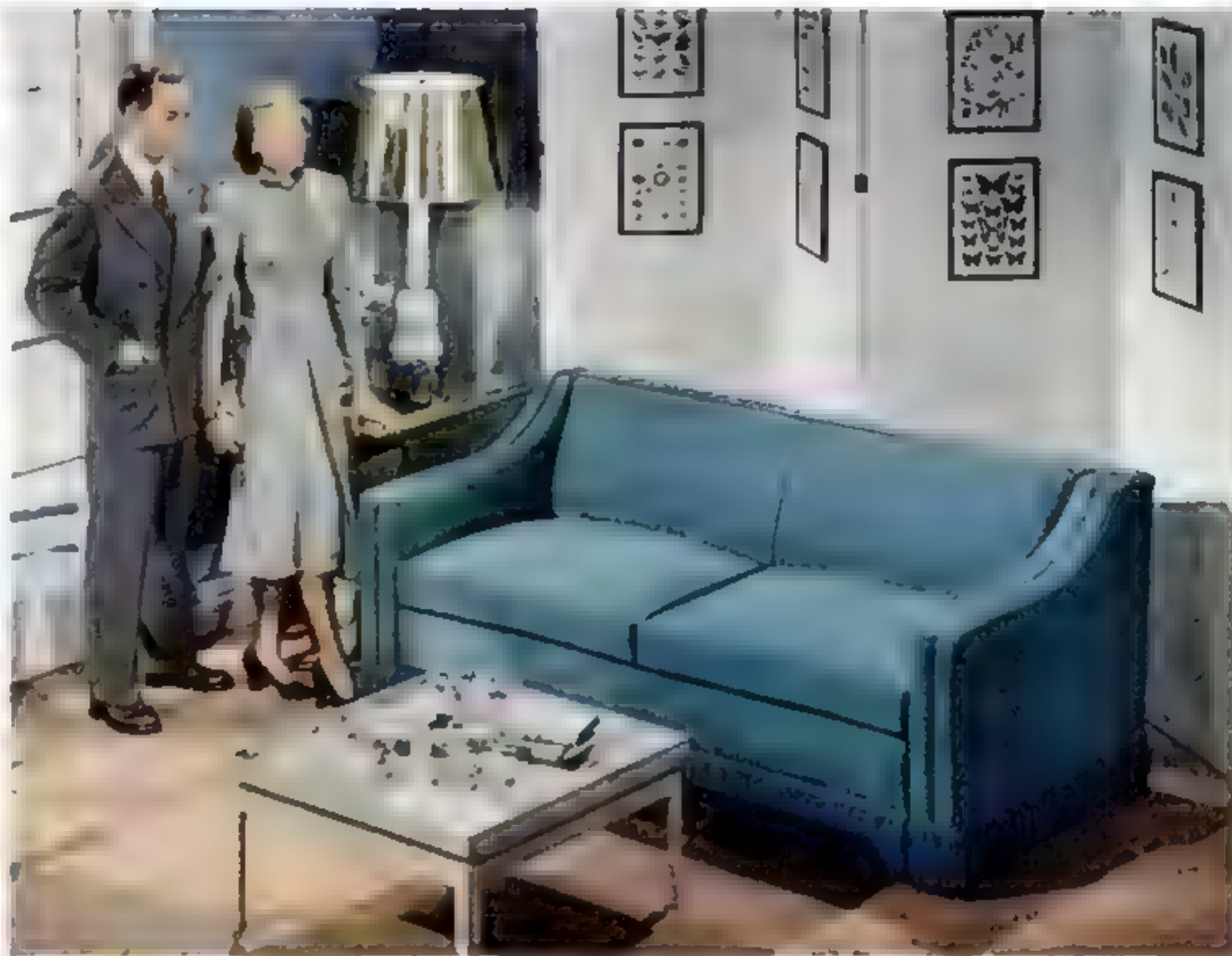


Simmons Duplex Sofa Bed (S842)—another smart version of a space-saving double bed.

Only **SIMMONS**
makes **HIDE-A-BED**

Other Simmons quality products: the famous Beautyrest Mattress, World's Only Electronic Blanket, Deepsleep Mattress, Ace Spring, Babybeauty Crib Mattress

*TRADE MARK REG. U. S. PATENT OFF. CE.
©1942 SIMMONS CO. MADE IN U.S.A. CHICAGO ILL.



BY DAY

Your Hide-A-Bed is a luxuriously comfortable sofa, upholstered in rich and durable new fabrics, including Turquoise shown above. Look at the beautiful lines of this Mayfair Hide-A-Bed. Isn't it a sofa you'd be proud to have in your living room?



BY NIGHT

See what a *big* double bed your Hide-A-Bed makes! Opens or closes so simply, too. Mattress folds easily. Housekeeping hint: You can even leave your sheets and blankets on—fold away your Hide-A-Bed already made up!



CORNELL'S 125-POUND LEO THOMSEN LIFTS UNIVERSITY OF ILLINOIS'S BILL MANN AND PREPARES TO DRIVE HIM INTO THE MAT. THOMSEN WON EASY DECISION

WRESTLING PLAYED STRAIGHT

U.S. college teams do without any phony histrionics, and tiny Cornell of Iowa holds the championship

Professional wrestling in the U.S. has degenerated into ludicrous exhibitions of ham acting wherein the contestants have become mere performers who rely principally on phony grunts and yowls of simulated pain. But promoters defend this sort of vaudeville on the theory that an honest wrestling match is likely to be so dull that nobody wants to see it.

At Mount Vernon, Iowa, however, sports fans regularly pack a college gymnasium to see perfect-

ly legitimate wrestling in which science and skill replace professional histrionics. Mount Vernon is the home of Cornell College, a Methodist institution whose wrestling team is champion of the National Collegiate Athletic Association and also of the U.S. Amateur Athletic Union. Cornell has a student body of only 800, but since 1945 its wrestlers have not been beaten in 33 consecutive dual meets with much larger colleges and universities. Forced to go outside Iowa for suitable competition,

Cornell has defeated West Point's wrestling team six straight times and last month warmed up for a defense of its national collegiate championship by administering a sound thrashing to the Big Nine champions of the University of Illinois (*above*). Having placed one wrestler on each of the last three U.S. Olympic teams, Cornell this year expects to place two men—121-pound Richard Hauser, who has lost only one match out of 100, and 135-pound Lowell Lange, who has now won 88 bouts in a row.

CORNELL



THE CORNELL VARSITY poses (above) with Coach Paul K. Scott. In 9 dual meets this season Cornell has scored 210 points to 29 for the opposition, winning 63

matches and losing only nine. Coach Scott, a Cornell alumnus, captained the wrestling team in 1929. Below, he directs the squad of 16 in its daily two-hour workout.



Wrestling CONTINUED

MAYHEM IS ILLEGAL

In professional wrestling almost anything is legal. In college the most dangerous holds are outlawed. Five bonebreakers, all familiar to professional wrestling fans but illegal in colleges, are demonstrated below by members of the Cornell team.



BODY SLAM is illegal when executed standing up (above), is legal when wrestler touches the knee to mat.



GOUGING of mouth, nose or eyes is forbidden. So is the retaliatory "over scissors" by man being gouged.



TWISTING HAMMERLOCK is applied by coach, who mugs like a professional as he puts on the pressure.



FULL NELSON is favorite hold of fictional ape-man Tarzan, who uses it to snap necks of gorillas and lions.

CONTINUED ON PAGE 95



MY NEW
GEM RAZOR
GETS WHISKERS
AT THE BASE!
NO '5 O'CLOCK
SHADOW'!



OLD WAY TO SHAVE

The all-important *shaving-angle* is left to chance—blade doesn't shear cleanly, shave doesn't last.



NEW GEM WAY

Simply shave with Gem's 'Guiding Eye' flat against face. Blade meets beard at scientific angle—automatically. Shaves are quicker, cleaner, more comfortable. No '5 o'clock Shadow'!



NEW GEM RAZOR

Twist-it opens! Twist-it closes!

Ultra-modern, crystal clear case contains gold-plated 'Guiding Eye' Razor and supply of 2-Edge and Single Gem Blades.

\$1.95

AVOID '5 O'CLOCK SHADOW' with GEM

Gem Division, American Safety Razor Corp., Brooklyn 1, N. Y. (Price adjusted in Canada)



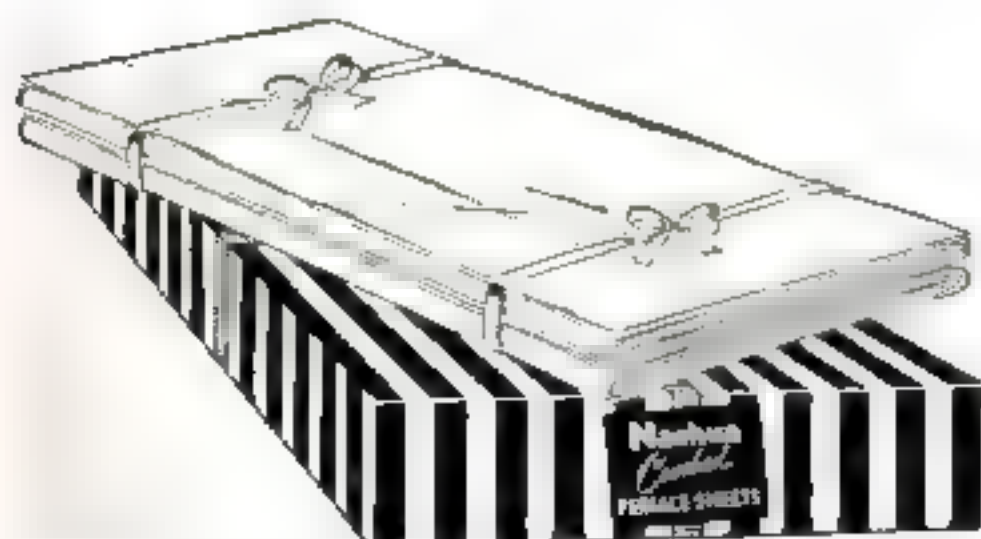
"Combing"
makes the difference

...that's why **Nashua**
combs the cotton in its
Percale Sheets!

Nashua "combs out" the snarls in raw cotton with delicate-toothed machines—takes out the short, nubby fibers that often show up in ordinary percales after washing. Nashua's woven-in smoothness comes from using only fine, long fibers! That's why Nashua *Combed Percale* sheets stay so smooth through repeated washings. For extra-sturdiness, they're woven with a tape selvage that absorbs extra strains. Luxury sheets and pillow cases at budget prices!



Nashua
Reg. U. S. Pat. Off.
Combed
Percale Sheets



NASHUA MILLS, DIVISION OF TEXTRON Inc., ALSO MAKES BLANKETS—INDIAN HEAD COTTON

Wrestling CONTINUED

CORNELL VICTORY OVER ILLINOIS



WAITING FOR SIGNAL from referee, Cornell's Dick Hauser (*white trunks*) takes position of advantage over Illinois's Dean Ryan to start the third period.



RETAINING ADVANTAGE, Hauser fastens a reverse bar arm on Ryan's arm, tries to roll him over and slam shoulders to mat for required two seconds.



HOLD IS BROKEN as Ryan gets to knees and tries to shift his weight into Hauser. But Hauser moves behind quickly to clamp on a half nelson (*below*).



MATCH IS OVER as the referee counts two. Each bout has three three-minute periods. Victory by a fall is worth five points, by decision, three points.



A YOUNG MOTHER, PHYSICALLY ILL AND DEEPLY DISTRESSED ABOUT HER APPROACHING DIVORCE, COMES TO THE LAFARGUE CLINIC TO ASK FOR ADVICE AND HELP

CLINIC FOR SICK MINDS

BASEMENT OF A HARLEM CHURCH IS HAVEN FOR THE MENTALLY ILL

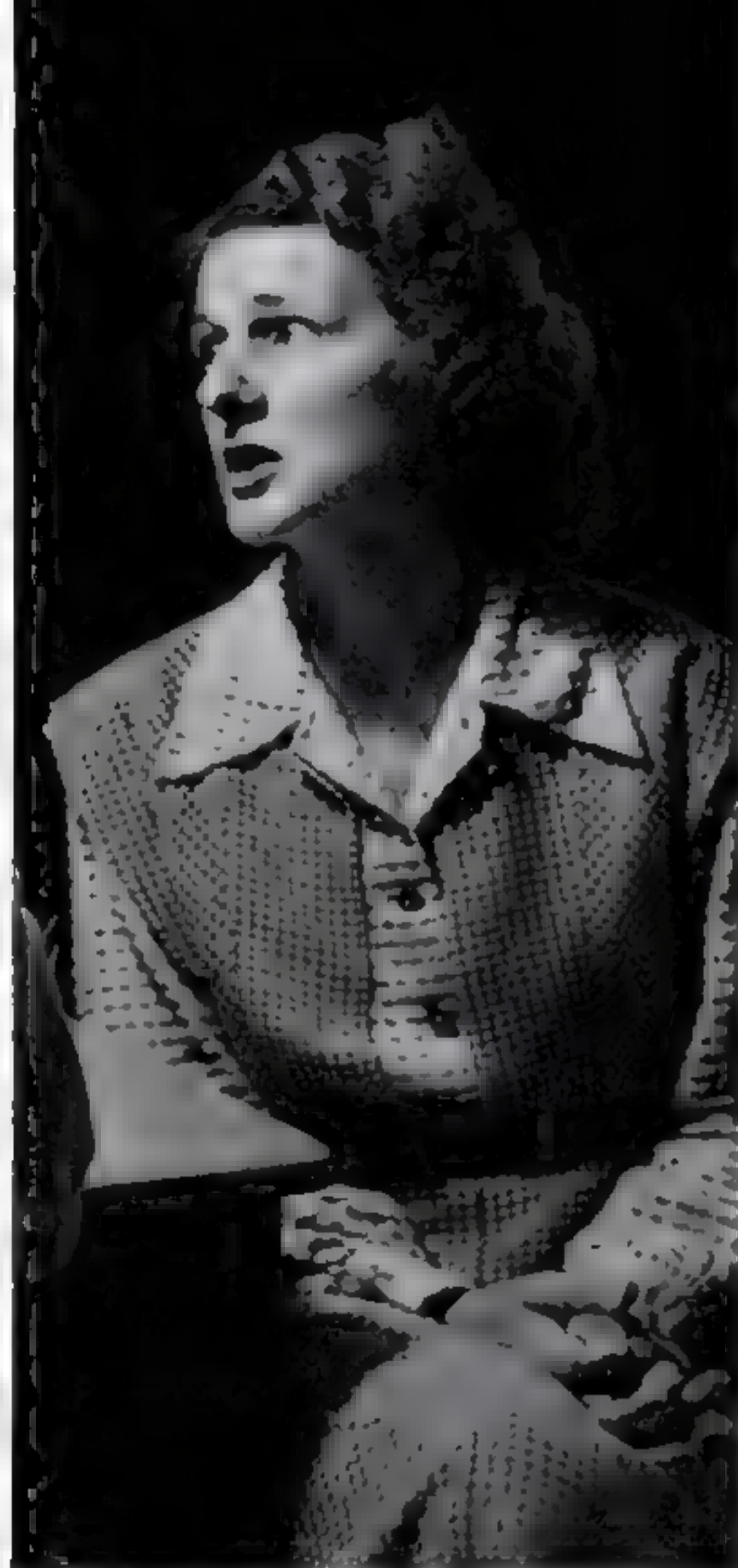
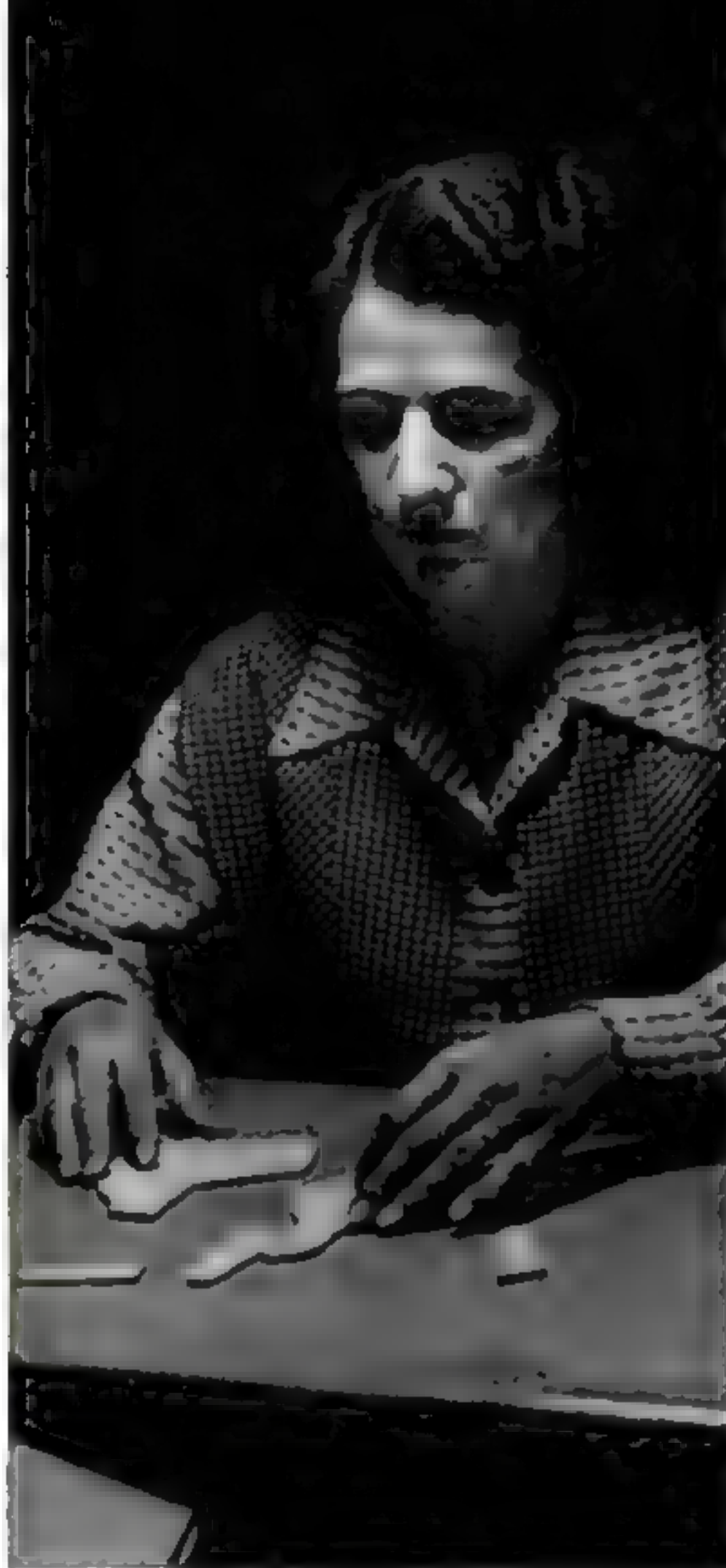
In the sparsely furnished basement of Harlem's St. Philip's Parish House, a famous psychiatrist and a staff of 15 specialists have set up a clinic to treat the sick minds so common in that poverty-ridden community. The clinic's patients are as varied as the Harlem population: a little Negro boy whose mind was scarred by the sight of his family dying in a tenement fire, a Puerto Rican laborer tortured by imaginary voices in the night, a white housewife driven to insanity and murder (*next page*). No reference or introduction is necessary. People wander in from the street to ask for help.

The Lafargue Clinic, named in honor of a French Negro humanitarian, is a new kind of institution.

It is dedicated to the idea that sickness of the mind afflicts rich and poor alike and that expert mental care should be available to all men and not confined to the few who can afford to pay. The clinic's director, Psychiatrist Fredric Wertham, has found a way to provide such care. With a staff of volunteers, rent-free quarters and the tiny contributions of the very poor, he can offer the best of treatment to those who need it most—at 25¢ a visit. The skepticism of New York welfare officials that long delayed his plans has given way to respect. For although this one clinic cannot begin to fill the need for its services, its success has proved that the need exists and has shown a way of meeting it.



IN SCREENED BOOTH Negro veteran describes his problems. Other patients (*background*) wait their turn.



TAKING TESTS AT THE CLINIC BEFORE HER TRIAL, MRS. TILT, TENSE AND DEPRESSED, SAID, "MY BRAINS FEEL LIKE A LOT OF WIRES ALL CROSSED AND MIXED UP"



DURING THE TRIAL Dr. Wertham (right) confers with Mrs. Tilt, lawyers and another psychiatrist (rear).

Dr. Wertham's testimony convinced the jury Mrs. Tilt was temporarily insane when she killed her husband.

CLINIC DEFENDS A WOMAN DRIVEN TO COMMIT MURDER

On April 26, 1947 Mrs. Rosalie Tilt, 42, and the mother of two children, shot and killed her husband. Her lawyers, suspecting that the crime was not a normal one, went to the Lafargue Clinic for help. Mrs. Tilt had no money, but Dr. Wertham and his staff took her case and prepared an insanity defense. They analyzed the circumstances of the crime and presented the following case to the jury:

During her childhood Mrs. Tilt had been deeply attached to her disciplinarian father and at 15 married one of his friends. As before, she lived in a child-father relationship. Her husband died and she was married again, this time to a man who abused her. The habit of childlike dependence had become so strong that she stood this treatment for 15 years. But as time passed, her husband plotted to drive her to insanity and suicide. He almost succeeded. One night, holding the gun he had given her for her own destruction, Mrs. Tilt went to her husband's room to shoot herself before his eyes. As she raised the gun the man goaded her and urged her on. Then, as her instinct of self-preservation broke through her confused submission, she shot her tormentor.

The jury's verdict: "Not guilty" on the grounds of insanity—under most circumstances an order of commitment to an asylum. But the clinic's fine reputation and handling of the case had impressed the court. The judge decided Mrs. Tilt was not dangerous. She was put under the care of Dr. Wertham and his staff and ordered to report regularly to the clinic.

CONTINUED ON PAGE 102

New miracle lotion a beauty treatment for your whole hand!

BEAUTIFIES SKIN
because New Hinds has special "skin-affinity" ingredients—makes hands feel softer instantly—gives longer-lasting protection!

"SATINIZES" PALMS
because New Hinds helps protect them from work-roughness—soothes and helps soften calluses...yet never feels sticky!

SOFTENS CUTICLE
because New Hinds is enriched with wonder-working lanolin—helps avoid unsightly, ragged edges—keeps your manicures lovelier longer!

SMOOTHS KNUCKLES
because New Hinds contains effective emollients that absorb... "work into" roughened knuckles—soothing and smoothing miraculously!

MORE EFFECTIVE THAN EVER! Lanolin-enriched New Hinds Honey and Almond Fragrance Cream makes your "whole hand" feel softer—gives longer-lasting protection whatever the weather... whatever your work.

USE NEW HINDS to soothe elbows, face, arms and legs—and as a powder base, too! Now in the new more-for-your-money Beauty Bottle for dressing-table glamour. Four sizes at toilet goods counters, 10¢ to 1.00.

PRODUCT OF LEHN & FINN



Hinds
Honey and Almond
Fragrance Cream



NEIGHBORHOOD SCAMP "Pogie" Ifel stops at parish house door to talk to Dr. Wertham and the Rev. Shelton H. Bishop, the Episcopal minister who gave Wertham a place for his clinic. Pogie had a reading disability which made school hard for him and he became a chronic truant and an accomplished thief. He brought himself to the

attention of the clinic by coming in and stealing a nurse's wallet and taking the money to his invalid mother. But during later visits he came to trust the doctors and to accept the help they offered. His reading has been improved, he is back in school and he no longer steals. His problems have been solved before they could become serious.



A NEW MAGAZINE-LOADING 8mm *Movie Camera*
WITH A HOLLYWOOD HERITAGE

You drop in a magazine of low-cost 8mm film... and this new Filmo Auto-8 is loaded! A quick touch to set the Filmocoted lens, and you're ready to shoot! Taking clear, sharp movies in full natural color or in sparkling black-and-white is as simple as that... with the Bell & Howell Filmo Auto-8.

But that isn't all. Filmo Auto-8 is amazingly versatile, too. For example:

Want a big close-up of a distant scene? Rotate the Swifturn 2-lens turret to bring your telephoto lens into place. Don't worry about the viewfinder—matching finder units turn automatically with the lenses.

Like to get into the picture yourself? The

Selfoto lock will keep Filmo Auto-8 running while you double as an actor.

Would it help to see your golf stroke in slow motion? Filmo Auto-8 has five speeds... takes movies that reduce action to as little as one-fourth the normal rate.

Favor movie tricks? With the Singlepic release you can animate cartoons, titles, and maps... compress 30 minutes of sunset splendor into 30 seconds on your screen.

Whenever and however you use Filmo Auto-8, you'll know that your camera is doing its job 100%. For it's a proud product of the craftsmen who for 41 years have met Hollywood's most exacting professional equipment needs. Only Filmos offer you this priceless heritage.

See the new Filmo Auto-8 at your dealer's, or write Bell & Howell Company, 7141 McCormick Road, Chicago 45.



FUTURAMIC OLDSM



LEADING THE WAY INTO A NEW GOLDEN ERA . . .

OBILE



This is it! This is Oldsmobile's Golden Anniversary car! Specially designed and created to celebrate the first fiftieth anniversary of any motor car builder, the Futuramic Oldsmobile captures the tempo of big things happening at Oldsmobile today. Here is a car so new and exciting, it heralds the dawn of a new Golden Era of progress and advancement for America's oldest motor car manufacturer.



Only a brand new word—"Futuramic"—could describe this brand new 1948 model. Ahead of the times in dramatic styling . . . the Futuramic Oldsmobile combines beauty with utility in its low, modern hood, curved windshield, extra large windows, and lower, wider body. Ahead of the times in automatic driving, too . . . the Futuramic Oldsmobile provides unsurpassed performance, without shifting gears or pushing a clutch, thanks to fully proved GM Hydra-Matic Drive!

GM HYDRA-MATIC DRIVE

— available at extra cost in both the Futuramic Oldsmobile "98" and the Dynamic Oldsmobile, Series "60" and "70," for 1948. White sidewall tires, as illustrated, optional at extra cost.

CARLING'S



This happy little contraption is simply to demonstrate how Carling's helps get people out of their shells.

The red cap is to remind you that Carling's pulls the enjoyment meter up faster. It's

Light—not logy Mellow—not musty Better—not bitter

all the result of Carling's unique and exclusive method of cross-blending in the vat.

No matter how the meter reads in your household, Carling's can improve it. Next time try Carling's.

BREWING CORPORATION OF AMERICA
Cleveland, Ohio

Happy Day! This is Carling's new, lightweight, throw-away bottle. Holds same full 12 ounces. No deposit. No return. Every bottle brand new.

Born in Canada (1840). Now Going Great in the 48 States as a Product of U. S. A.



NIGHT ROCKET, THE BEST AMERICAN DOG, PUTS HIS LEGS ON THE BIG SILVER LOVING CUP WHICH HE MUST WIN ANOTHER FOUR TIMES IN ORDER TO KEEP IT

BEST U.S. DOG

A blue-coated Bedlington terrier becomes king of canine bluebloods

The king of dogdom in America may come from any of 112 breeds, all blue-blooded families of the Westminster Kennel Club which held its annual show last week in New York's Madison Square Garden. A well-known breed usually wins but this year the thousands of dogs which pranced around the ring, some balking and barking, were nosed out for the first time by a breed called the Bedlington, a blue-coated terrier which looks as much like a lamb as a dog. The winner was Champion Rock

Ridge Night Rocket (*above*), a two-year-old male owned by the William Rockefellers. Night Rocket won admiring glances from the judge for his mincing gait and his pear-shaped head which he held high. A hunting dog, the Bedlington, which supposedly descended a century ago from the fearless Dandie Dinmont terrier and the water-loving Otterhound, retrieves game from the coldest water without flinching. Unlike most shaggy dogs, which lose hair, the Bedlington's coat is nonshedding.



THE CHAMPION PEKINGESE OF AMERICA, 8-YEAR-OLD JAI SON FU (RIGHT), SITS PROTECTIVELY BESIDE HIS 3-MONTH-OLD DAUGHTER WHO IS NAMED STAR RUBY

THE PEKINGESE SHOW ALSO CHOOSES A CHAMP

The big canine catchall at Madison Square Garden came a few weeks after a more private promenade of dogs in New York. This was the annual competition of the Pekingese Club of America. For the fifth year the prize went to Jai Son Fu, who belongs to Mrs. Richard Quigley of Lock Haven, Pa.

Jai Son fitted best the demanding code of Pekingese judges which says that good Pekes must suggest . . . quaintness and individuality, resemblance to the lion in directness and independence and . . . courage, boldness, self-esteem and ennobledness, rather than prettiness, daintiness or delicacy.

CONTINUED ON PAGE 110



Coziest spot in the country...



There's a storm sweeping across the countryside. But you're snug and secure in your own private Pullman room. You can relax and read in complete comfort. You can get up and stretch your legs. You can stroll back to the cheerful lounge car for pleasant companionship or refreshment. And you can sleep soundly between the crisp, clean sheets of that full-size bed. Coziest spot in the country!



Most convenient spot in town!



You're up after a swell night's sleep. You have lots of room for dressing. You have your own private toilet, wash-basin, mirrors, towels, and a buzzer that will bring the attentive Pullman porter to your door.

You step down from the train clear-eyed and relaxed, because you've rested all the way. And you've arrived—on dependable railroad schedules—right in town, close to everything. Most convenient spot in town!

Go Pullman

THE SAFEST, MOST COMFORTABLE WAY TO GET THERE!



IT HAPPENS IN

TWO SECONDS

Within two seconds after starting, racing skaters speed along the icy course at upwards of 1600 feet per minute!

Test shows how fast Bayer Aspirin disintegrates in your stomach!



And as this glass-of-water test proves, within two seconds after you take Bayer Aspirin, it's ready to go to work, to bring

FAST PAIN RELIEF



No less amazing than the speed of racing skaters is Bayer Aspirin's 2-second disintegrating action, the result of three important manufacturing steps—not just one. Because of it, Bayer Aspirin is ready to go to work almost instantly, to bring you really fast relief from ordinary headache, neuritic or neuralgic pain.

What's more, Bayer Aspirin's single

active ingredient is so effective doctors regularly prescribe it for pain relief... and so gentle to the system they have mothers give it even to small children.

And of all pain relievers, none can match Bayer Aspirin's record of use by millions of normal people—without ill effect. So for something you can take with confidence, be sure you ask for Bayer Aspirin when you buy.

To relieve neuritic pain, take genuine

BAYER ASPIRIN

Dog Shows CONTINUED



JUDGE OF PEKINGESE, Frank Downing of Towson, Md., squats down on the floor and eyes Pekingese, as the owners coax their dogs to look their best.



EXAMINING TEETH and skull of Pekingese named Tombetta of Orchard Hill, Judge Downing frowns thoughtfully. Pekingese were first bred by Chinese emperors.



AT CLOSE RANGE Downing and dog critically eye each other. The early Chinese Pekingese were so smart that they could be trained to lead horses by reins.



He sold peace to an unbeliever

THE dripping black was endless nightmare. Malaria stalked on unseen wings. And close—too close—murder, inc. waited in evil silence... waited for the tell-tale slap of mosquito, for the click of rifle bolt.

It took guts to stay still in that stillness. It took guts, too, to charge through hellfire and grenade a gun-nest into oblivion. But the American Infantryman has been generously endowed with courage ever since he stood on the bridge at Concord. You must admit that, for a man who hates war, he has done right well.

He does not fight for conquest or for loot. He has had little thought or time for glory. Yet—whenever the need arose—he bested every enemy he ever met. He sold peace to people who believed in war—because he proved that the soldier who believes in peace is a better man than the soldier who believes in war.

What's the answer, then? Let's say it's because the American is free to think and do and believe as he pleases. Freedom is his birthright. Perhaps that's why he's ready to fight for it. Maybe that's the reason he's the world's fightingest soldier.

Today, as always, the American Infantryman works for peace. It was not enough that he helped win the victory. Now he's out to make it stick.

There's a great tradition in the Infantry and this Service offers much to the young man who wants to get ahead—good pay... food, clothing, shelter, medical care... travel, and educational opportunity. Get all the details from your nearest U. S. Army and U. S. Air Force Recruiting Station.

Listen to "Sound Off," "Voice of the Army" and "Proudly We Hall" on your radio.

U. S. Army and U. S. Air Force Recruiting Service

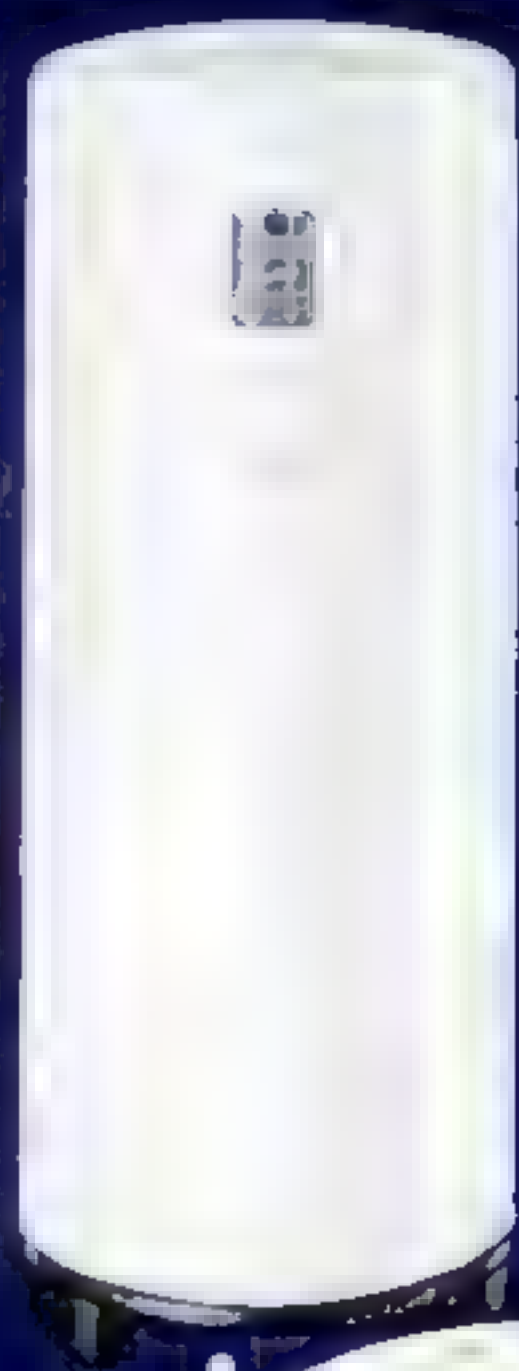
YOUR ARMY AND AIR FORCE SERVE THE NATION AND MANKIND IN WAR AND PEACE



● **HOTPOINT** postwar Refrigerators offer a new streamlined design providing up to 50% extra storage capacity in the same kitchen area—58% faster freezing on less current.



● **HOTPOINT** DISHWASHER washes, rinses, dries dishes electrically. Exclusive front opening. Backed by Hotpoint's 15 years' experience as pioneer builder of dishwashers.



● **HOTPOINT** Automatic Electric Water Heater uses the amazing new Magic Circle Heat of Pressurized Calrod® Units to give the fastest, cheapest, most dependable electric hot water service ever offered.



● **HOTPOINT** WASHER offers three gentle but thorough washing actions. Proved unsurpassed in ten years of use.

See The Big Hit Parade Of

Everybody's

...America's



"**M**OST beautifully-designed and brilliantly-engineered appliances ever built"—that's what people are saying about the Hotpoint line for 1948! Years ahead in advancements and in styling, Hotpoint's custom-built, kitchen-planned appliances are made to give extra years of *economical* service!

The new Hotpoint Refrigerator, packed with new features that revolutionize the refrigeration industry, freezes ice up to 58% faster on less electricity—provides up to 50% extra storage capacity in the same kitchen area. The new Hotpoint Range has 11 sensational improvements. And the Hotpoint Electric Sink—

Hotpoint

HOTPOINT INC. A GENERAL ELECTRIC AFFILIATE



● **HOTPOINT ELECTRIC RANGE** has 11 important new features. Broils steaks for ten in 10 minutes, has big sealed-heat oven, four surface units and thrift cooker.



● **HOTPOINT FLATPLATE IRONER** is world's easiest ironer to operate. Applies 400 lbs. force automatically. Provides surface area of 12 hand irons. You get crisp, dry ironing that looks professional!

Hotpoint Electric Appliances At Your Dealer's

Pointing To Hotpoint

Finest Line Of Home Appliances!

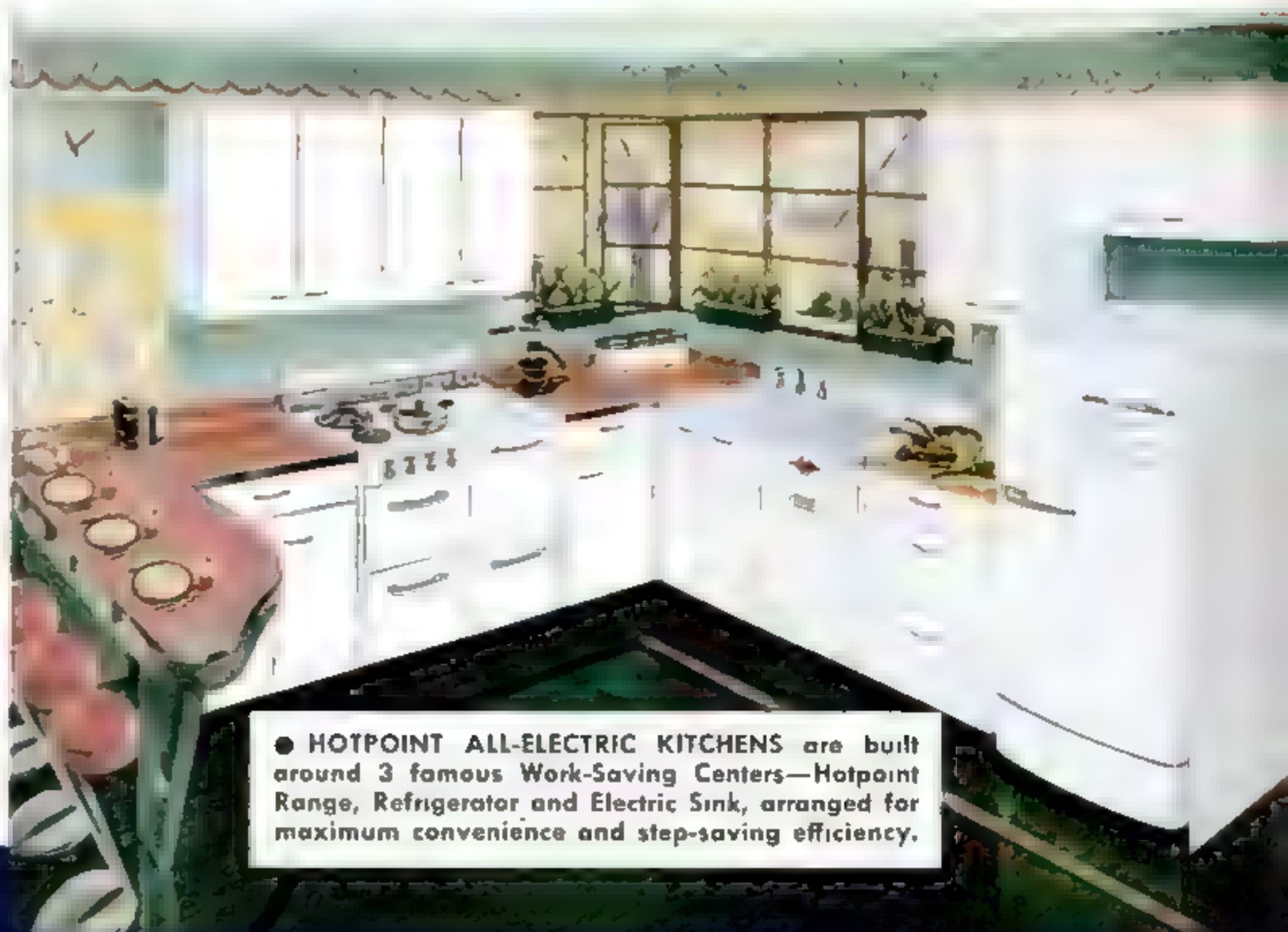
with Dishwasher and Disposall*—is a marvel of efficiency. These appliances are custom-matched in styling, so you can build your all-electric kitchen, step by step, around the three famous Hotpoint work-saving centers.

See the Hotpoint Flatplate Ironer, the world's easiest ironer to operate; look at the other Hotpoint Ironers, Washers, Dryers and Home Freezers before you buy any appliance! Pioneer of the electric range, electric dishwasher and electric kitchen, Hotpoint is always first with the *best*. Comparison will show you that, point by point, Hotpoint is the *buy*! Your nearest Hotpoint dealer is listed in the phone book.

Hotpoint Inc., 5600 West Taylor, Chicago 44, Illinois

*Reg. U. S. Pat. Off.

COPY 1946 HOTPOINT INC. CHICAGO ILL.



● **HOTPOINT ALL-ELECTRIC KITCHENS** are built around 3 famous Work-Saving Centers—Hotpoint Range, Refrigerator and Electric Sink, arranged for maximum convenience and step-saving efficiency.

Appliances

PIONEER AND PACEMAKER — 44 YEARS OF QUALITY

Copyrighted material



Gay beaches such as Estoril (above) lie just outside Lisbon. Going to Europe for business or pleasure, the Sunny Southern route's the ideal way to the Continent... One way fare \$331... (10% off on round trips).

Fly the Sunny Southern route to

LISBON



Now only 13½ hours from New York by 4-engine Constellation-type Clipper.

• Spring comes *early* in Southern Portugal, Spain and along the Mediterranean... In February the almond trees are already in bloom on the hills around Lisbon! March and April are two of the best months for touring the countryside.

—Or maybe your destination this spring is Paris, or Rome or Cairo. From Lisbon, still flying on the Pan American World Airways System, you

can go by the luxurious 4-engine Constellations of *Panair do Brasil*... To Paris in 4 hours non-stop... to Rome in 4¼ hours non-stop... to Cairo in 11¼ hours.

Your Travel Agent or the nearest Pan American office will be glad to make Clipper reservations for you, not only on the Sunny Southern route to Europe but also to major cities on 6 Continents. Why not call today?



Only 4 hours to Paris! At Lisbon, still flying on the Pan American System, you can board one of the 4-engine Constellations of *Panair do Brasil* and be at Orly Field, Paris, in four hours. Only the PAA System offers you this sunny Southern route through to Paris.

PAN AMERICAN WORLD AIRWAYS





BEFORE



AFTER

IN LOW-CUT DRESS, MODEL HELEN TYNAN LOOKED TOO SKINNY AROUND SHOULDERS

AFTER EXERCISES HER UPPER CHEST IS NOW ATTRACTIVELY FILLED OUT

NECKLINE BUILD-UP

U. S. women learn how to improve long-ignored areas of neck and back which new fashions have uncovered



SHOULDER BLADES protrude before Helen begins her course of exercises. Posture is listless and awkward.

Many fashionable U.S. women, who have striven too well to look like willowy New York fashion models, now find themselves just too skinny to wear the New Look gracefully. Strapless bathing suits and low-necked dresses put too much emphasis on just the things they thought they would never need—full bosoms and filled-out shoulder areas. Last week at least one worried young woman had found the answer. Pretty Helen Tynan, a Conover model with a somewhat skinny look (*above, left*), invested in a course of body development which gave her eight new pounds mainly around the neck, collarbone and shoulders (*above, right*). All this was accomplished at a New York school of musical therapy managed by a well-proportioned lady named Claire Mann. Under Miss Mann's tutelage Helen increased her diet and took a series of strenuous exercises which helped to improve her awkward posture and to strengthen the muscles she needed to keep the bones of her back and upper chest from protruding unfashionably. Although she accomplished all these feats with professional assistance, Helen feels that any girl, equipped with straight chair, two filmy scarves and some gently rhythmic music, can do almost as well.



SIX WEEKS LATER the upper back has been filled out and the unattractive shoulder blades have receded.



HOLEPROOF brings you good news about DUPONT nylon

Nylons of Note
IN 3 PROPORTIONED LENGTHS

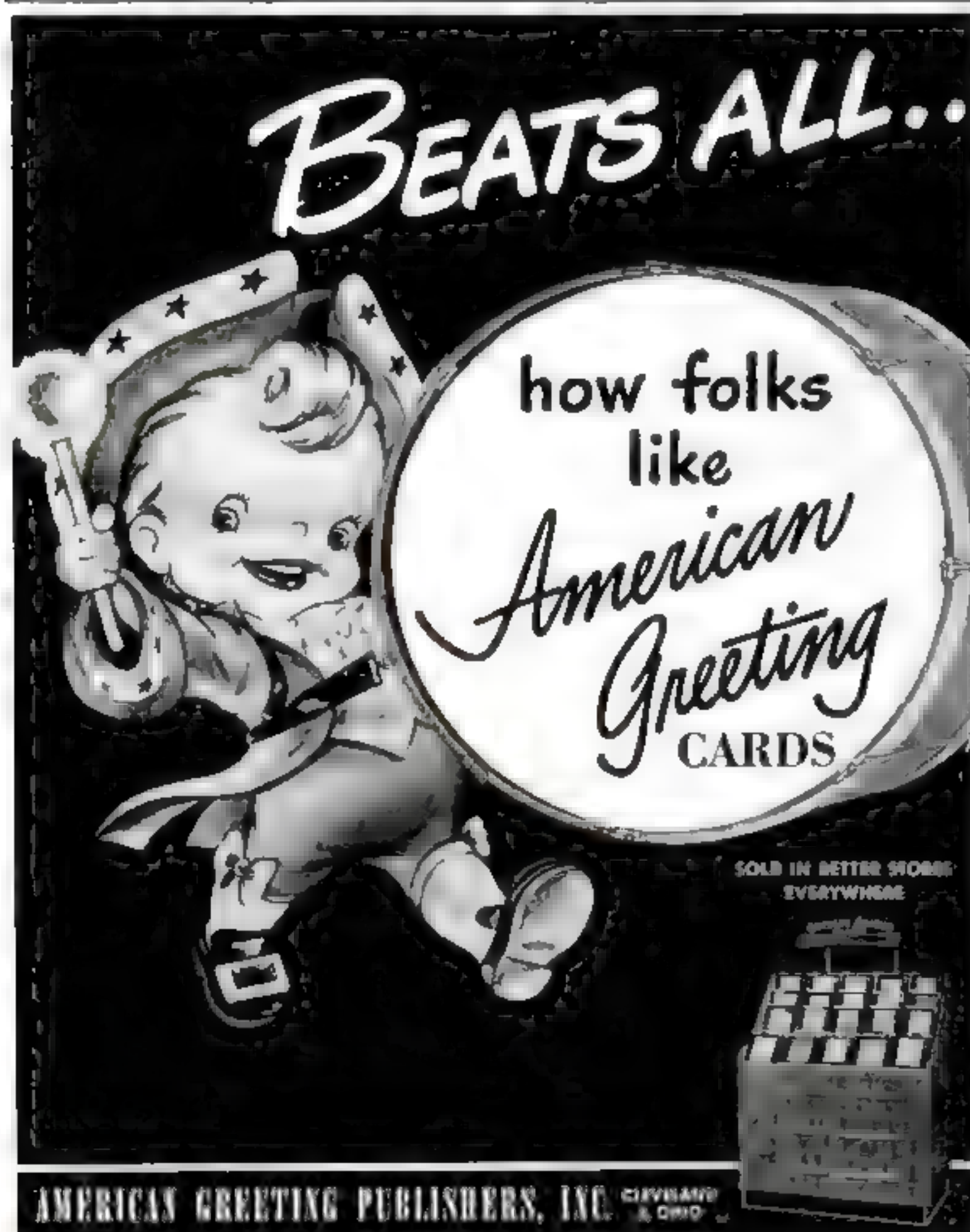
Luxite^{*}
UNDERTHINGS AND SLEEPWEAR

NYLONS OF NOTE . . . stockings sheerer, lighter, lovelier . . . and STRONGER . . . than you have ever known! They dry in a twinkling, keep their shape and elasticity . . . that's NYLON STOCKINGS by HOLEPROOF. IN LUXITE, Underthings and Sleepwear that wash like a hankie, dry dream-fast, need little or no ironing. Ships, gowns and briefs . . . nicer because made with NYLON by HOLEPROOF!

In Underthings, Sleepwear and Proportioned Nylon Stockings

Enjoy NYLON at its nicest . . . ask for **HOLEPROOF**

*© HOLEPROOF Hosiery Company, Milwaukee 1, Wisconsin. In Canada, London, Ontario.
WORLD FAMOUS MEN'S SOCKS ★ WOMEN'S PROPORTIONED STOCKINGS ★ LUXITE UNDERTHINGS, SLEEPWEAR AND BRIEFS



BEATS ALL..

how folks like
American Greeting
CARDS

SOLD IN BETTER STORES EVERYWHERE

AMERICAN GREETING PUBLISHERS, INC. CLEVELAND & CHICAGO

Neckline Build-up CONTINUED



CHAIR-RUNG EXERCISE begins in sitting position, with feet on rung and hands grasping back of chair. Girl then arches body (*above*), keeping elbows back, legs straight as possible. Exercise develops muscles of the upper chest.



SCARF ROUTINE improves muscle tone in upper arm, shoulders, chest and back. Waving scarves to tune of boogie-woogie music, Helen Tynan soon loses herself in the rhythm. This exercise also helps to add fullness and raises bust.



RELAXING TO MUSIC for three minutes between some exercises, Helen obeys Miss Mann's instructions to imagine herself "lying in deep grass in a beautiful garden." Then she gets up and goes to the exercises with renewed vigor.

*Elinor T. Upton, of New York City,
one of FORMULAC's Family Album.*



Portrait of a lady on a diet!

Her doctor put her on a diet—FORMULAC Infant Food—and she's growing strong and sturdy on it!

Doctors have babies, too, and many of them are prescribing FORMULAC for their own infants, as well as for babies under their care. One doctor writes: "I have been using it on a child of my own, and have been much pleased. I highly recommend this product for infant feeding."*

FORMULAC is a unique Infant Food—in convenient, liquid form—containing concentrated milk and all the vitamins and minerals an infant is known to need. FORMULAC is used successfully in both normal and difficult feeding cases.

No cod liver oil or vitamins are necessary with FORMULAC. The vitamins are in the milk itself. The

addition of water and sugar, as your doctor recommends, creates a complete diet, easy to prepare, and avoids the danger of omitting vitamins or giving insufficient amounts.

Ask your doctor about FORMULAC. He'll tell you it has been clinically tested and proved—and that it has the acceptance of the Council on Foods and Nutrition of the American Medical Association.

This modern method of infant nutrition is thriftily priced—and available at drug and grocery stores everywhere.

For further information about FORMULAC, drop a card to National Dairy Products Co., Inc., 230 Park Avenue, New York 17, N. Y.

YOUR DOCTOR AND YOUR BABY

Next to mother, the doctor is the most important person in a baby's life. More babies are alive and well today because doctors have found better ways of caring for them, protecting them against disease, feeding them. Your doctor is always ready to give you the benefit of his training and experience in caring for your child. Follow his directions implicitly.



Formulac is a product of National Dairy Research, distributed by Kraft Foods Company

*For ethical reasons, we cannot include this doctor's name in advertising. His letter is in our files.



THE FATE OF CIVILIZATIONS is presented by Turner in an arresting metaphor which is illustrated above. Here the historian sees all mankind as on a mountain-side. Lying on a ledge are the world's dead civilizations which had climbed from depths where they were once subhumans and primitive men. Resting on another ledge are primi-

tive societies which have never become civilized but, being still alive, could develop further. Stranded on minor peaks, unable to climb higher, are five "arrested" civilizations. Three of these, Eskimo, Nomadic and Polynesian, are still alive. Five civilizations are still climbing. Healthiest is our Western civilization, the only one making any progress.

A STUDY OF HISTORY

A brilliant English thinker named Toynbee sees the past in terms of the challenges and responses that make and break civilizations

A SPARE, blue-eyed Englishman named Arnold J. Toynbee was scheduled to arrive in the U.S. this week. He was headed for the Institute for Advanced Study (LIFE, Dec. 29) at Princeton, where he will resume work on one of the most ambitious chores the human brain has ever undertaken, his monumental *A Study of History*. The six volumes of this work so far published, totaling 1,500,000 words, have already had a profound influence on how the English-speaking world thinks about the past and future of its civilization. Toynbee's influence became still wider last year when a one-volume, 617-page abridgment of his work (Oxford University Press, \$5) was published. It became and still is a best-seller and its sale—some 200,000 copies to date, a phenomenal number for so erudite a work—is evidence that worrying over the fate of civilization is not confined to a handful of intellectuals.

Toynbee, whose completed *Study* will run to nine volumes, set himself the enormous task of mastering the whole history of mankind and finding a meaning or pattern in it. Other historians have read a plot into history, but Toynbee's is probably the grandest, subtlest and richest plot so far. Oswald Spengler's gloomy *The Decline of the West*, for example, bears somewhat the same relation to Toynbee's *Study* as Marlowe bears to Shakespeare. Like Spengler, who finished his work 30 years ago, Toynbee divides history into "civilizations" and compares the phases of their rise and fall. He counts 21 major civilizations (pp. 120-21). Five are still alive and of these five only one, our own Western civilization, is still relatively healthy. The other four—the Far Eastern (Chinese-Japanese-Korean), the Hindu, the Islamic and the Orthodox Christian (largely Russian)—are weakening and giving way now to the competition of Western civilization. They are, says Toynbee, now being incorporated into a "Great Society" with a Western cast. Most of these 21 civilizations went through a more or less identical pattern of birth, growth, breakdown and disintegration. Why, and to what end? That is Toynbee's main problem.

First of all, Toynbee does not agree with Spengler that civilizations are organisms whose life and course are predestined from their start. Human beings, he says, are mortal, but societies consist merely of the relationships between them and so could theoretically live forever—even though none has so far in the world's history. Toynbee also rejects, on evidence, the theory that civilizations are produced by superior races or by the most favorable environments. Seeking a clue in the great myths, he concludes that the real explanation of why civilizations grow or perish is to be found in the theme of "Challenge-and-Response."

This means that when man's environment provides the right challenge, he responds to it in a way that starts him forward on the path to a civilization. It is not an easy environment—a Garden of Eden—which produces a civilization but one which presents difficulties that tax and prod man so that he develops as a response to the stimulus. An example of successful challenge-



ARNOLD J. TOYNBEE, 59, was born in London, went to Oxford, studied in Greece, was an adviser at peace conference after World War I. In 1922 he began to plan *A Study of History*, has been working at it ever since while teaching and serving as Director of Studies at the Royal Institute of International Affairs. In 1939 the *Study* was interrupted by war. Toynbee spent seven years directing research for the British Foreign Office and serving as a principal adviser on the satellite-nation peace treaties. His new post at the Institute for Advanced Study at Princeton, N.J. will give him a chance to finish the *Study*.

and-response is the rise of Egypt out of the once uninhabitable Nile Valley (p. 124).

The path to a civilization's progress is barred by a series of further challenges—of environment, wars, of physical or moral pressures—and the life of each civilization is measured by the number of challenges it successfully meets. Eventually, perhaps while intoxicated by a major victory, the society makes a wrong response to some challenge that besets it, and a "Time of Troubles" ensues. This marks the breakdown of the civilization, the end of its growth period.

The Time of Troubles may last for centuries, but it usually leads to a "Universal State," which imposes order on all the conflicting groups in its society. This is normally heralded by a great conquest and pacification, such as Rome's Augustan dictatorship. The Universal State may also last indefinitely (Egypt's two empires lasted about 2,400 years), but its founding has always been a symptom of the society's disintegration. The people stop following their leaders voluntarily and have to be ruled by force. This stage of decline is accompanied by the "wanderings of peoples," great restless migrations which take place around the borders of the Universal State as they did in Europe in the decline of Rome. Growing less and less satisfied, the proletariat within takes up a new religion, as the Christian Church was nurtured among the dispos-

essed plebs. "Barbarians" from without press in on the dissolving society. The religion of the "internal proletariat" Toynbee calls a "Universal Church," and it may in turn become the seedbed of a second or "affiliated" civilization. Thus Western civilization grew out of the Greek-Roman via the Universal Church of Christianity, and the Far Eastern civilization of China-Japan-Korea grew out of an earlier Sinic civilization via Buddhism.

Such are the main outlines of the plot which Toynbee discovers for his 21 civilizations. It does not fit them all exactly, and Toynbee is too good a historian to force it where it won't fit. He has been accused of deriving it too exclusively from Greek-Roman civilization, on the study of which he grew up. Nevertheless, as he chases this plot and various subplots through the endless maze of other civilizations, Toynbee's insights, metaphors and correlations give a dazzling meaning to the whole life of man.

One of the best-known metaphors in the *Study* describes civilizations as being on a mountainside (opposite page), up which they have climbed from the depths of subhumanity. Most of the civilizations are lying dead on a ledge. A few arrested civilizations are on nearby peaks. Five are still climbing, our own Western civilization in the lead. In this metaphor Toynbee states his faith in progress: "All the primitive societies which we now observe at rest must have once been in motion; and all societies which have entered upon the process of civilization will come to rest sooner or later in one way or another. Some may eventually come to rest by attaining (though none has attained it yet) the goal of human endeavors: the mutation of Man into Superman. . . . The heights that tower above us are quite beyond our powers of estimation, but we have some inkling of the dizzy depths below."

THESE ARE TOYNBEE'S

EGYPTIAC

Egyptiac civilization sprang up after 4000 B.C. in response to the challenge of Nile "jungle-swamps" (p. 124). Its zenith was 2900 B. C. when it is believed Sphinx and pyramids (*right*) were built. After this feat, says Toynbee, Egypt's decline began. Instead of immortalizing themselves, the pharaohs should have provided a better livelihood for their subjects.

SUMERIC

This civilization began after 4000 B.C., when a change in climate made the Tigris-Euphrates Valley habitable. Its famous ruler was Hammurabi, whose legal code still lives in the expression: "An eye for an eye. . . ." Its Universal State, which may have extended into India, broke up after the death of Hammurabi in 1905 B.C. Right: a Sumeric relief.

HITTITE

This grew up around 1500 B.C. on the northwestern borders of the collapsing Sumeric civilization. The big-nosed Hittites wrote five languages in cuneiform script. After 1352 B.C. they engaged in wars with the Egyptians, and were then overwhelmed by the same wanderers that broke up the Minoan civilization of Crete (*below*). Right: Hittites kill a lion.

BABYLONIC

This civilization, which grew on the site of the Sumeric civilization about 1500 B.C., centered in the Tigris-Euphrates Valley and met its Time of Troubles after 700 B.C. when Assyrian warriors (*frieze at right*) ". . . came down like a wolf on the fold." Later Cyrus of Persia took Babylon into his empire and released the Jews from their Babylonian captivity.

INDIC

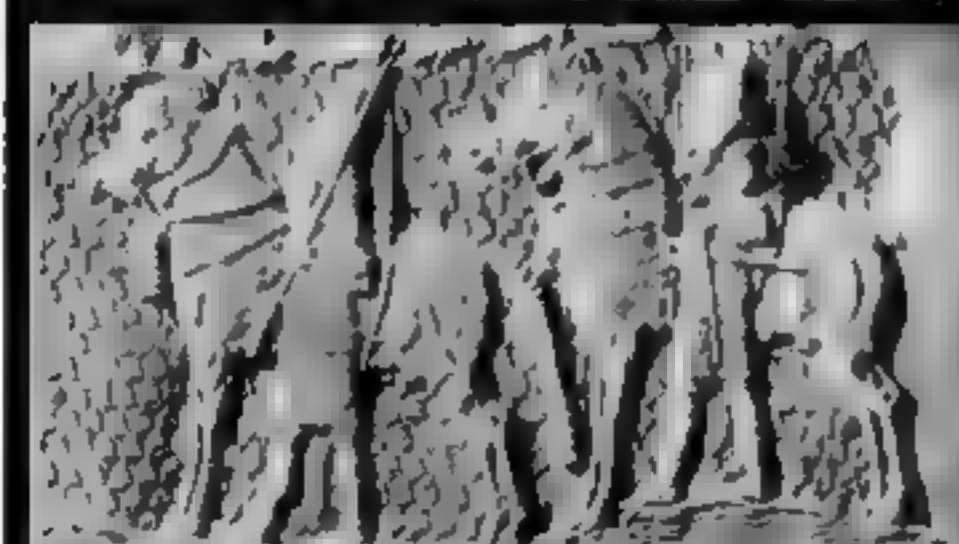
India's early civilization had its birth about 1500 B.C. in the challenge of clearing the luxuriant vegetation of the Ganges Valley. This culture produced the Vedas, India's sacred scriptures. The Buddha (*right*) died during the Indic Time of Troubles (cir. 483 B.C.). Two Universal States lasted until about 475 A.D., about the time Hellenic civilization died.

HINDU

This is one of five living civilizations. It grew from the Indic after the Huns had overrun northwestern India before 800 A.D. Hindu religion supplanted the Buddhism of its predecessor. Destructive internal wars caused breakdown and two conquerors founded its Universal State, the Moguls and then the British. Right: a Hindu temple at Bhubaneswar.

MINOAN

This ancient civilization rose in the Aegean islands probably before 3000 B.C. from the challenge of the sea. It became a thalassocracy, a rule of sea lords, and enjoyed a Universal State. Out of its disintegration about 1400 B.C. Greek civilization was born. While comparing this thalassocracy with two later ones—Renaissance Venice and Britain—Toynbee reflected that Britain's rulership of the waves might not last forever either. Right: a Minoan woman.



HELLENIC

Hellenic story is told on pages 122 and 123. Great era of Greek temples (*right*) came after battle of Salamis. Toynbee says that Athenians' rebuilding temples "displayed a vitality far superior" to post-1918 France. They built new structures, but the French, instead of building a new Rheims, "performed a pious restoration of each shattered stone."

WESTERN

Toynbee is still studying the prospects of his own civilization. It emerged around 700 A.D. out of Hellenic civilization. Its period of growth coincided with the period of power of the Catholic Church (1075–1524). Then the great Gothic cathedrals like Amiens (*right*) were built. Today Western civilization has penetrated all other living civilizations.

ORTHODOX CHRISTIAN

This sister of Western civilization came out of Hellenic. It was the Byzantine Empire which grew up in the East after the Roman Empire in 395 A.D. had permanently split. Its collapse came with an internal war around 1000 A.D. Later, in 1371, the Ottomans imposed a 400-year peace in the form of an alien Universal State. Right: Byzantine mosaic.

RUSSIAN ORTHODOX

This is a Russian cousin of Western civilization, an offshoot of the main Orthodox Christian society. It began around 1000 A.D. and has far outstripped in power its parent civilization. Toynbee does not take its Communist manifestation very seriously. He feels Westernizing has made Russia a member of a growing Great Society. Right: St. Basil's.

SYRIAC

The best-known representatives of this society are Jews and Phoenicians, whose ships are shown at right. They arose after 1400 B.C. following the collapse of Minoan civilization, discovered the alphabet, the Atlantic Ocean and monotheism. Their Time of Troubles started after death of King Solomon in 937 B.C. Persians provided Syriac Universal State.

ARABIC

Its origins were Syriac—the Syriac of the Baghdad Caliphate (Harun-al-Raschid), which the Arabic Mamelukes restored in Cairo in 1250 A.D. In 1517 it merged with Iranic civilization (*below*) to form present Islamic civilization which extends over the Mohammedan nations of Arabia, Iraq, Egypt, etc. Right: the sacred Ka'ba in Mecca's Great Mosque.

IRANIC

Like the Arabic civilization above, this one, familiar through the *Rubaiyat* as the Persia of Omar Khayyam, grew out of Syriac society. At its height it was "a vast, vague, ephemeral shape." It was still growing when it conquered Syria and Egypt in 1517 A.D. and thereby merged with the Arabic to form the Islamic civilization. Picture at right shows the famous 15th Century royal mosque, Masjid-i-Shah, built by Shah Abbas I in Isfahan, onetime capital of Persia.

21 MAJOR CIVILIZATIONS



SINIC

The earliest Oriental civilization grew up in the Yellow River basin around 1500 B.C. in response to the challenge of marshland plus extremes of temperature. It grew for nearly a thousand years and its rulers began the Great Wall. Its great philosopher was Confucius (*right*). Its Universal State lasted until barbarians pushed across Great Wall about 175 A.D.

FAR EASTERN

This still-living civilization was born in China out of ruins of Sinic civilization before 500 A.D. from the Universal Church of Buddhism. Its great leaders were the Mongols under Kublai Khan who set up a semblance of a Universal State, the Mings who developed great art and the Manchus who finally established universal peace. Right: Ming statues.

FAR EASTERN IN JAPAN

This is an offshoot or a part of Far Eastern civilization, which got started after 500 A.D. Its growth period lasted until 1184 A.D. Right: a ruler of this period. Perry's intrusion found Japan far in decay. In 1868 the Meiji revolution gave rule of Japan to its emperors, and the civilization, once hostile to Western society, was presently swallowed by it.

ANDEAN

The South American civilization originated sometime before 500 A.D. from the challenge of the bleak Andean plateau and the hot, dry Pacific coast. The coast peoples brought water from the plateau and plateau peoples built retaining walls to safeguard their scant soil. The brilliant Inca Empire was ended by the Spanish in 1530. Right: Inca figures.

MAYAN

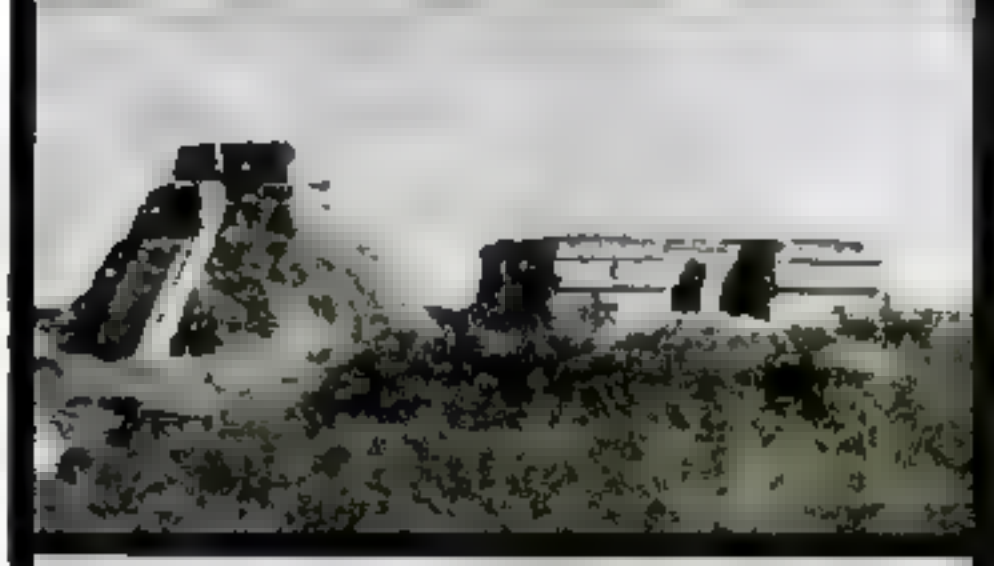
This civilization dates from after 1000 B.C., mastered astronomy. Like the Indic, it was a response to the challenge of overluxuriant tropical growth. According to S. G. Morley (*LIFE*, June 30), the collapse of Mayan civilization was caused by the failure of its corn economy. Toynbee thinks this may be a possible explanation. Right: Mayan sculpture.

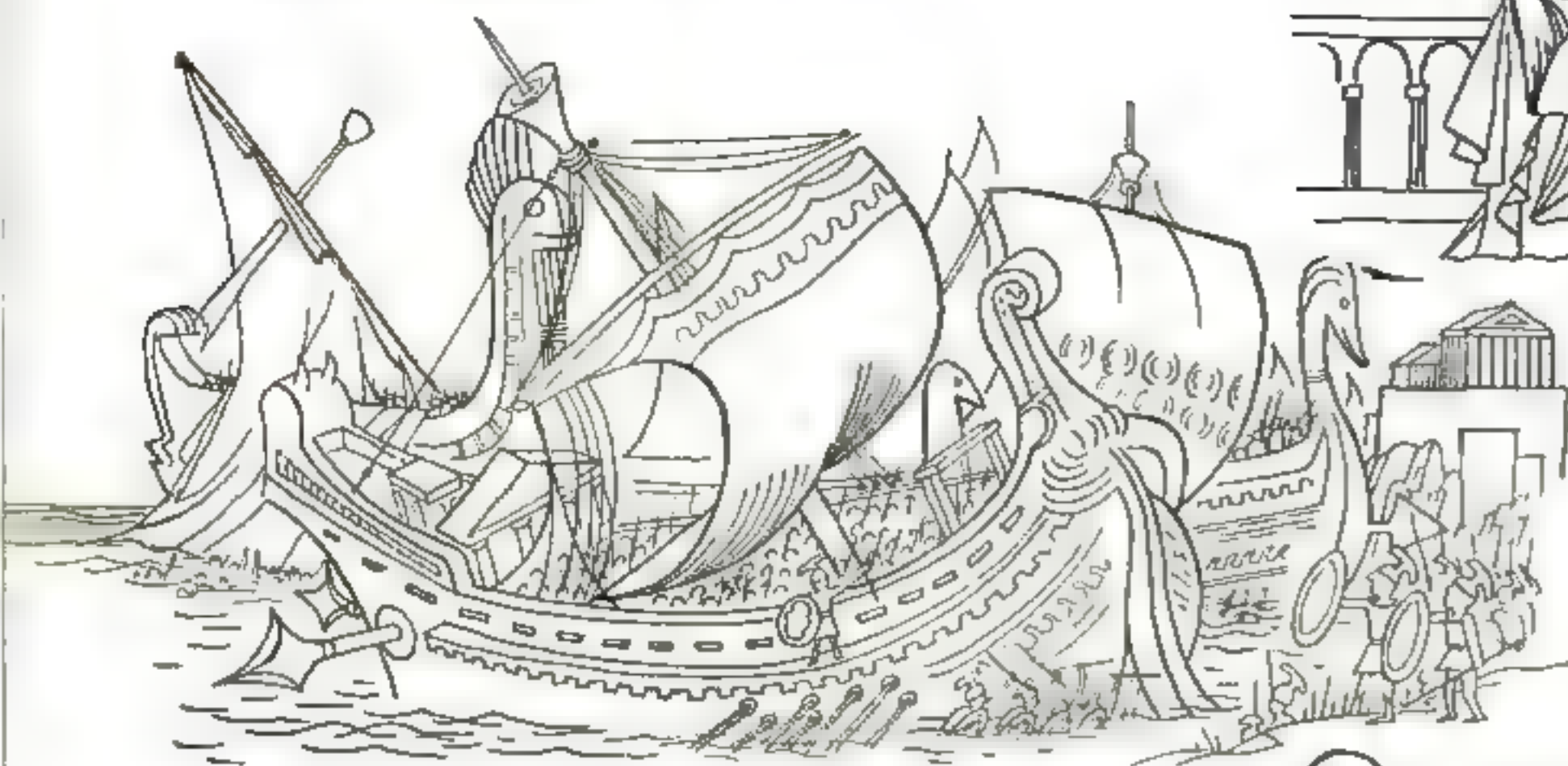
YUCATEC

Refugees from the Mayan decline in the Eighth Century A.D. (*above*) moved to the Yucatan Peninsula, tried again, meeting the challenge of a dry region. They erected the great buildings at Uxmal (*right*). Wars between Yucatec cities weakened the society, which about 1200 came under domination of Toltecs from the neighboring Mexic civilization (*below*).

MEXIC

This civilization's conquest of the Yucatec resulted in a single Central American civilization which endured its Time of Troubles from 1200 until the advent of Spaniards in 1521. Montezuma's Aztecs had all but erected a Universal State when Cortez and his band of adventurers imposed an alien version, in form of the "Spanish Viceroyalty of New Spain." This lasted until 1821 when Mexico declared its independence. Right: sculptured Aztec head.

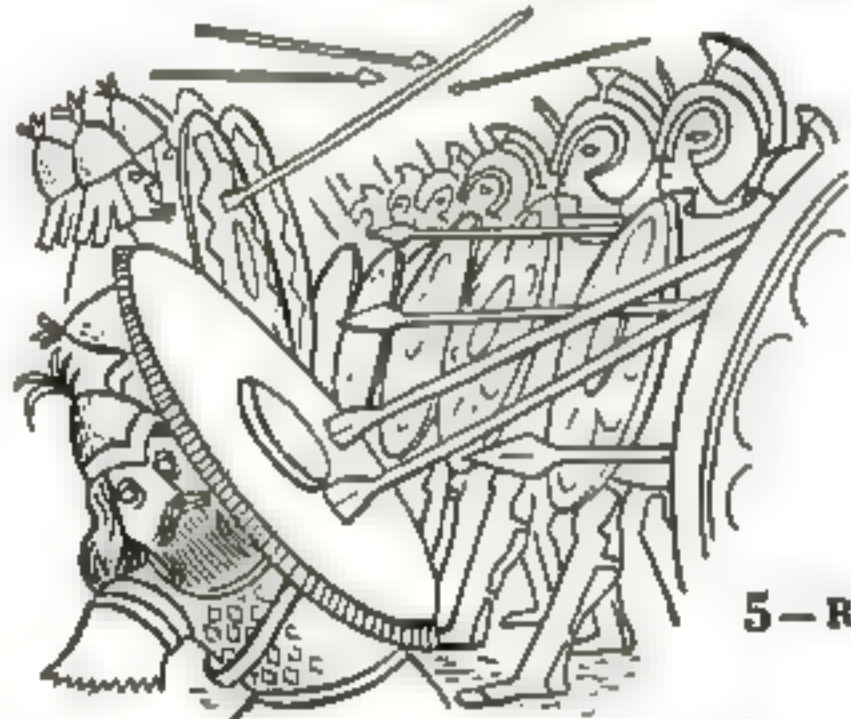




9—SPARTA DEFEATS ATHENS IN PELOPONNESIAN WAR



7—ACROPOLIS WAS ATHENS' GLORY



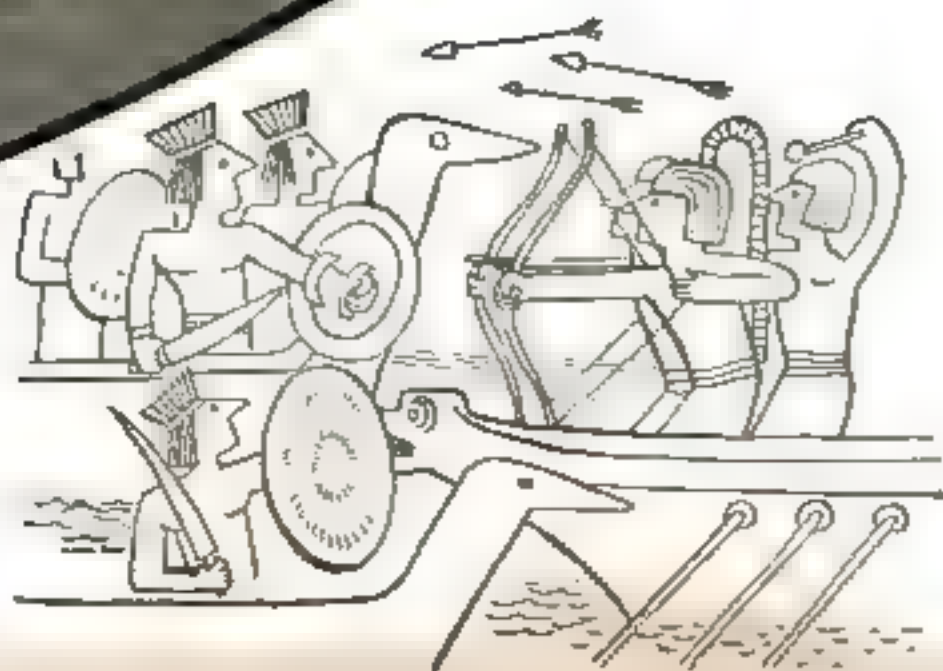
4—ATHENIANS BEAT PERSIANS AT MARATHON



2—GREEKS BUILD THEIR CITY-STATES



3—GREEKS EXPAND OVERSEAS



1—EGYPT'S ARCHERS DEFEAT GREEKS' WANDERING ANCESTORS



10—ARISTOTLE



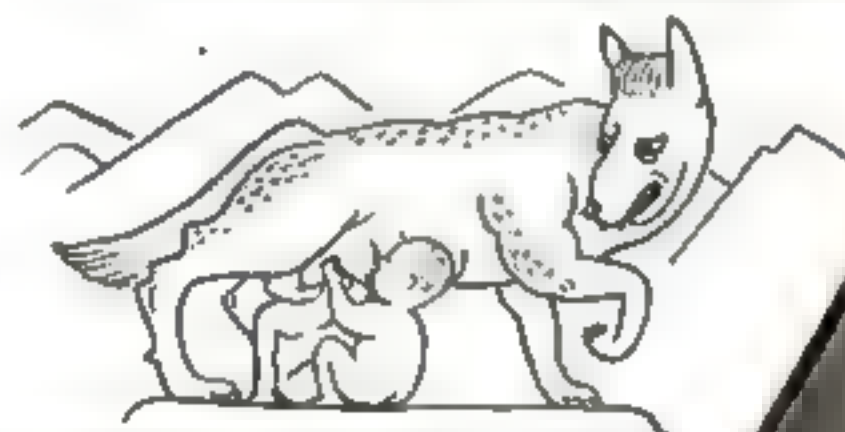
11—ALEXANDER CONQUERS WORLD



8—WISE SOCRATES EDUCATES ATHENS



6—PERICLES LEADS GOLDEN AGE



5—ROME FOUNDED (ROMULUS, REMUS)

BREAKDOWN 431-404 B.C.

HELL CIVILI RISE AND FALL OF

Most people think of Greece and Rome as two separate civilizations, and of the age of Cicero, Caesar, Augustus and Horace as marking the pinnacle of Roman history, while the age of Pericles and Socrates, or perhaps of Alexander, marks the pinnacle of Greek history. But to Toynbee, Greece and Rome are both parts of one civilization, the Hellenic. It began in Greece following the earlier Minoan civilization in Crete, started its Time of Troubles during the Peloponnesian War when the Roman Republic was still embryonic and was more than 500 years past its prime by the time of the Emperor Marcus Aurelius, from the end of whose reign Gibbon dated his story of Rome's decline and fall. Toynbee, whose early love was Greece, has a long quarrel with Gibbon. Had the latter got his dates right, Toynbee feels, he would never have attributed Rome's decline to "the triumph of Barbarism and Religion," since the decline began in Greece long before either Christianity or the barbarian invasions were heard of.

The drawings on these pages give the Toynbee view of Hellenic civilization's six stages. Its genesis was in wandering bands of barbarian warriors, among them the Achaeans, who fought on the site and around the edges of the collapsing Minoan civilization of Crete. One of their fights was with Egypt (1), another with Troy. Epic songs such as Homer's are characteristic of the "heroic age" in which a civilization is born.

The first challenge to which the Greeks responded was "chaos." This was represented by the sea, the barren land and the Minoan disintegration. They responded to this challenge by taking to agriculture in the lowlands and building city-states as a protection against highland raiders (2). As their population expanded and their food supply did not they took to the sea again (3), colonizing lands as far away as Sicily and North Africa. When neighboring Persia tried to conquer Greece, the Greeks defeated them at Marathon (4). Meanwhile (5) the distant little kingdom of the Etruscans was becoming the Roman Republic, centering on the city founded in legend by the wolf-suckling Romulus and Remus.

The Athenians found another response to the challenge of overpopu-

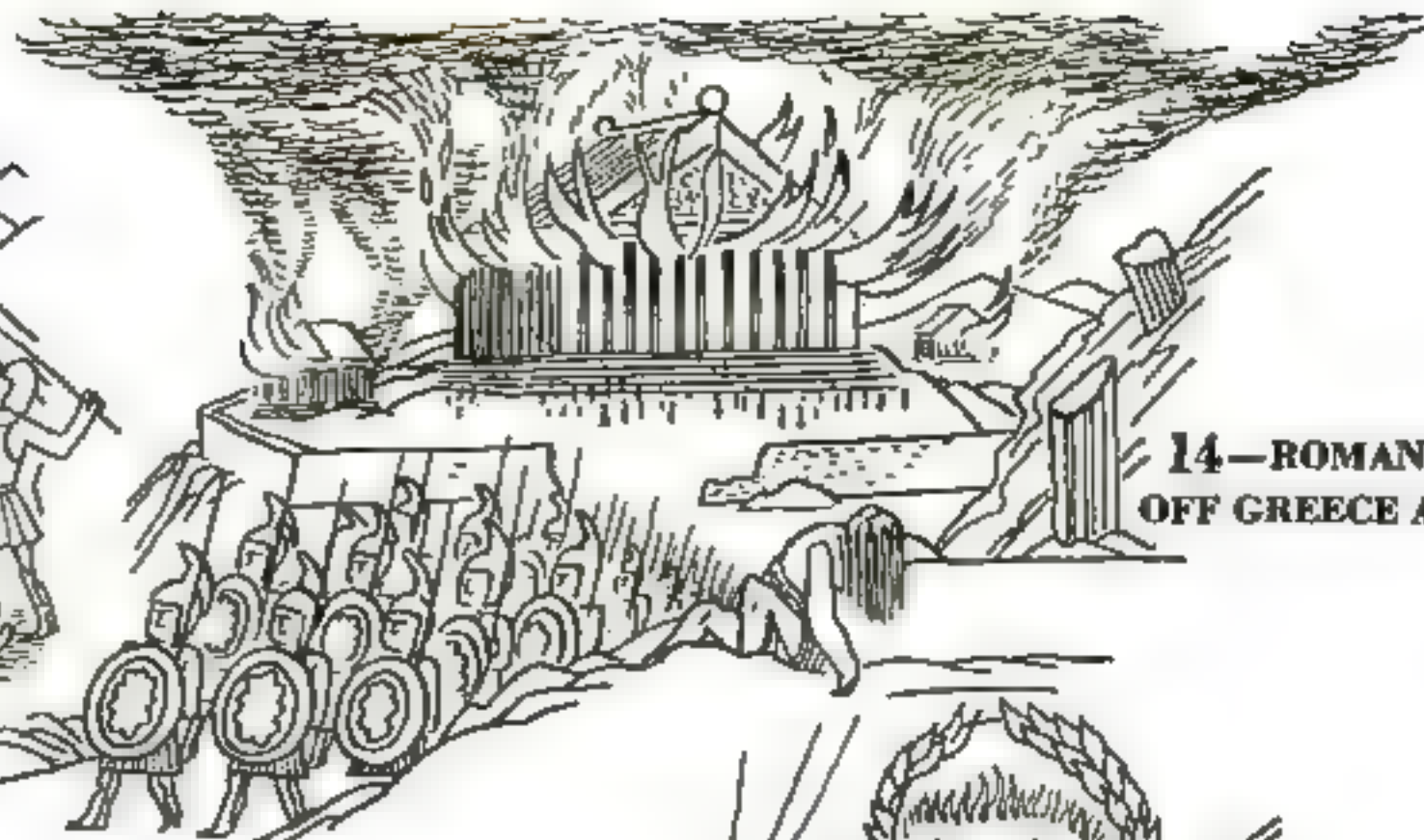
GROWTH 425-431 B.C.



12—ARCHIMEDES WORKS
OUT MATHEMATICS



13—ROME DEFEATS HANNIBAL
AND CARTHAGE IN PUNIC WAR



14—ROMANS FINISH
OFF GREECE AT CORINTH



15—JULIUS CAESAR
CROSSES RUBICON



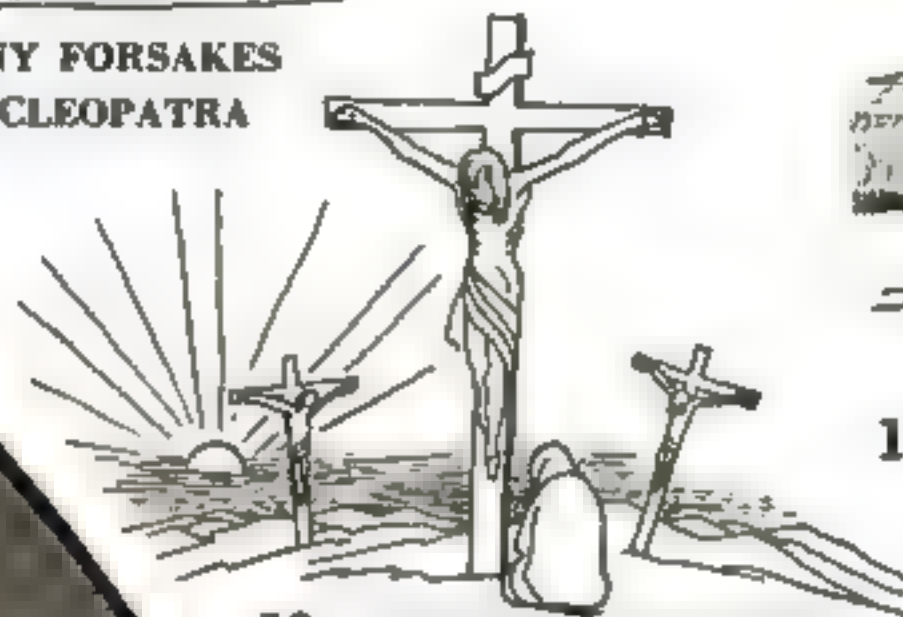
16—ANTHONY FORSAKES
ROME FOR CLEOPATRA



17—AUGUSTUS STARTS
ROME'S GOLDEN AGE



19—ROADS LINK ROME'S HUGE EMPIRE



18—CHRIST IS CRUCIFIED
AT JERUSALEM



21—ROME TOLERATES CHRISTIANS



20—PERSIANS HUMILIATE ROME



23—GOTHS SACK
CITY OF ROME



22—AT ADRIANOPLE
GOTHS BEAT ROMANS



24—KING CLOVIS
BECOMES A CHRISTIAN

HELLENIC CIVILIZATION GREECE AND ROME

lation: they began to specialize in goods for export and led an expansion of international trade. This proved "the education of Hellas" and marked Greece's great age, which was distinguished by Pericles (6). The Acropolis (7) was built, and Socrates taught Athenian youth (8). Yet only a few years later came the breakdown of Greece. Specialized trade had raised a new challenge. Fierce trade competition had led to piracy and raids by one city on the commerce of another. The response to this challenge should have been an all-Hellenic league. Instead the Peloponnesian War came (9) and at this point, in Toynbee's view, the civilization was doomed.

Then began the Hellenic Time of Troubles. Aristotle (10), Alexander the Great (11), Archimedes (12) were all evidence that great thinkers and great warriors could not reverse a Time of Troubles once it started. The scene of troubles shifted to Rome, whose war with Hannibal (13) was a symptom of the same disease. Now a Universal State was in the making, preluded by Rome's "knockout blow" against Greek independence in the annihilation of Corinth (14) and by Caesar's attempt to bring peace after crossing the Rubicon in 49 B.C. (15). Anthony might have performed Caesar's task had he not got involved with Cleopatra (16). This is cited by Toynbee as a case of "truancy," marking the "schism in the soul" characteristic of declining civilizations. Augustus (17) in 31 B.C. brought about the Universal State which kept peace.

As Hellenic civilization disintegrated its proletariat "seceded" and took up an alien religion. The latter was provided by Syriac civilization (policed by Rome), in which Christ was crucified (18) in 33 A.D. Though the Roman Empire did not reach its greatest physical extent (19) until the reign of Trajan from 98 to 117 A.D., Hellenic civilization was already badly stricken. In 260 the Persians took Emperor Valerian prisoner (20). When Constantine decreed toleration of Christianity in 313 (21), the new religion became "a Universal Church." With the Gothic victory at Adrianople (22) and the sacking of Rome (23) began the Interregnum, the final stage of dissolution. In 496 A.D. the Frankish King Clovis was baptized (24) and presently Western civilization was born from the Hellenic ruins.

TIME OF TROUBLES 431-31 B.C.
UNIVERSAL STATE 31 B.C.-375 A.D.

INTERREGNUM 375-675 A.D.

Got the **COLD** miseries?
See how Minit-Rub can help you!



Rub MINIT-RUB on chest and back.

1. In a minute, Minit-Rub begins to stimulate circulation, begins to bring a sensation of warmth. That quickly helps relieve surface aches and pains.

2. In a minute, Minit-Rub's welcome pain-relieving action begins to soothe that raspy local irritation.

3. In a minute, Minit-Rub's active menthol vapors begin to ease that nasal stuffiness feeling.



MINIT-RUB also helps soothe pains resulting from neuralgia, sciatica, rheumatism and lumbago. Try it!

MINIT-RUB is wonderful for both children and adults. Greaseless! Stainless! Disappears like vanishing cream! Won't harm linens.

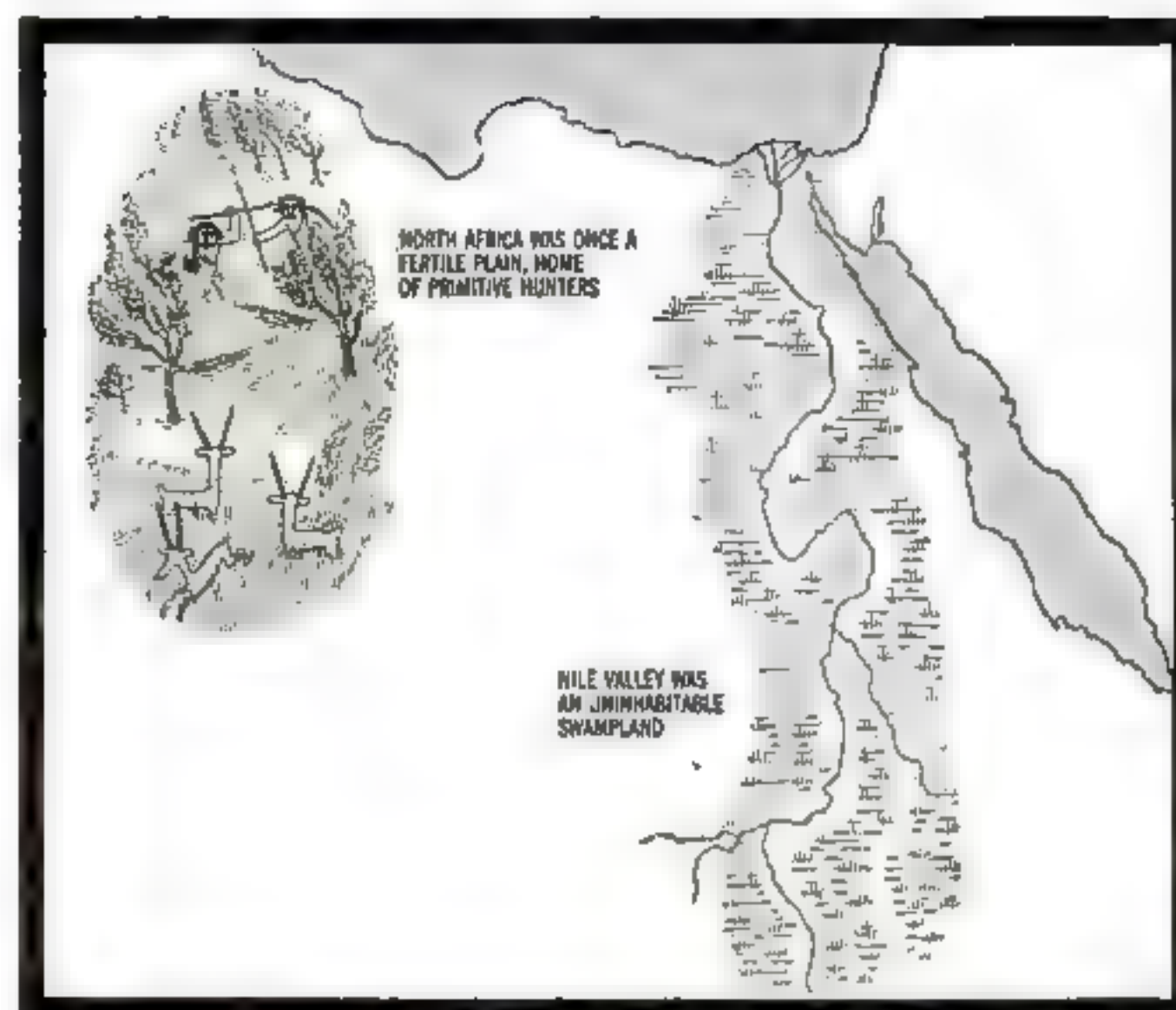
Get a tube of Minit-Rub today!



The Modern Chest Rub

PRODUCT OF BRISTOL-MYERS

STUDY OF HISTORY CONTINUED

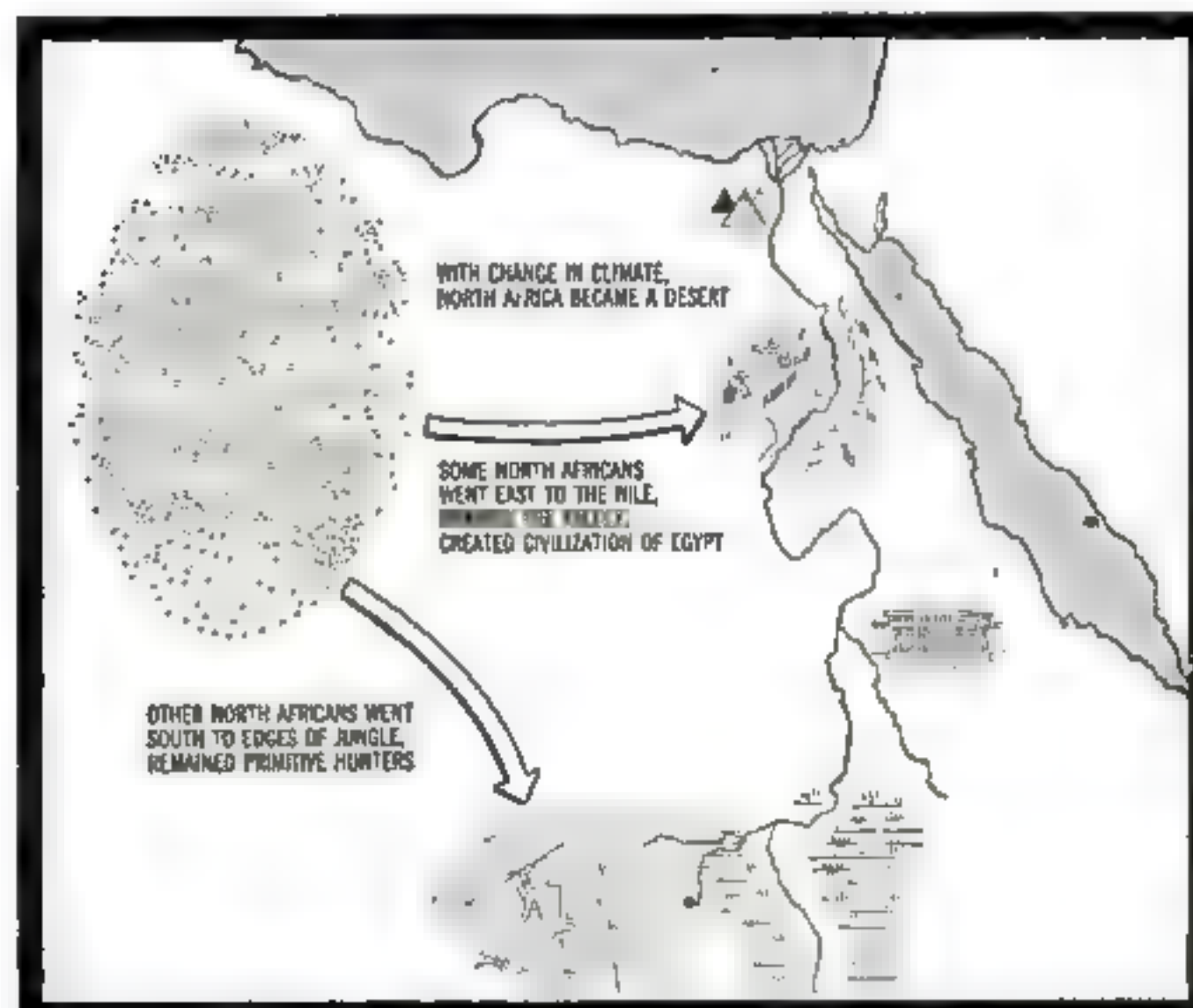


IN GLACIAL AGE, when ice covered much of Europe, North Africa was pleasant savanna inhabited by game and hunters. Nile swamps were uninhabited.

CHALLENGE AND RESPONSE

These before-and-after maps show how Toynbee's theory of Challenge-and-Response worked out in the founding of Egyptian civilization. When a change in climate changed Africa's grassy plain into what is now the desert, the hunters in this area had three choices: 1) They could stay in North Africa; those who did this became nomadic herdsmen. 2) They could follow the rains and the game south; those who did are still primitive hunters. 3) They could change both habitat and way of life. Some did this by breaking into the Nile swamplands and learning to dike and cultivate this fertile valley, thus founding Egyptian civilization.

The challenge which the Egyptians met is called by Toynbee the stimulus of hard countries. He lists four other major challenges or stimuli: the stimulus of new ground, which Orthodox missionaries found in the forests of western Russia and answered by creating the Russian Orthodox Christian civilization; the stimulus of blows, which the Hellenic world felt in its wars with Persia and answered with the Periclean age; the stimulus of pressures, which India is now sustaining from Western society and is answering by producing a series of great Indian leaders; the stimulus of penalizations, which slaves of the Romans answered by the astonishing religious penetration which was the beginning of Western Christendom.



CLIMATE CHANGED after Europe's ice retreated thousands of years ago. North Africa became a desert. Inhabitants moved to Nile Valley and jungles.

CONTINUED ON PAGE 129

Anytime, anywhere
ACID INDIGESTION
hits you
Look for this box on
ANY DRUGSTORE
COUNTER!

Try one or two
Tums after
breakfast. See
if you don't
feel better.

Still 10¢
Handy Roll
3-roll package, 25¢

Night and day, at home or away, always carry TUMS!

INDOOR ROADS... BURIED TREASURES... HUNGRY PLANES...

Progress Plus!

Today more petroleum products are being produced and delivered than ever before... more than in our peak wartime year!

Never has oil been called upon to do so much. For oil does so much... so much better. More oil burners for schools, hospitals, homes... more cars on the road... more oil for factories, diesel trains, planes and agricultural machinery.

Traditional rivalry is spurring the 34,000 individual firms in the industry to round-the-clock efforts to help meet the increasing demands. In every branch of the business—production, refining, research, transportation and marketing—you see the results of this rivalry. Not only is it evident in stepped-up production, in better gasoline, lubricants, fuel oil... but in the many great new advances in chemistry, medicine, farming, manufacturing.

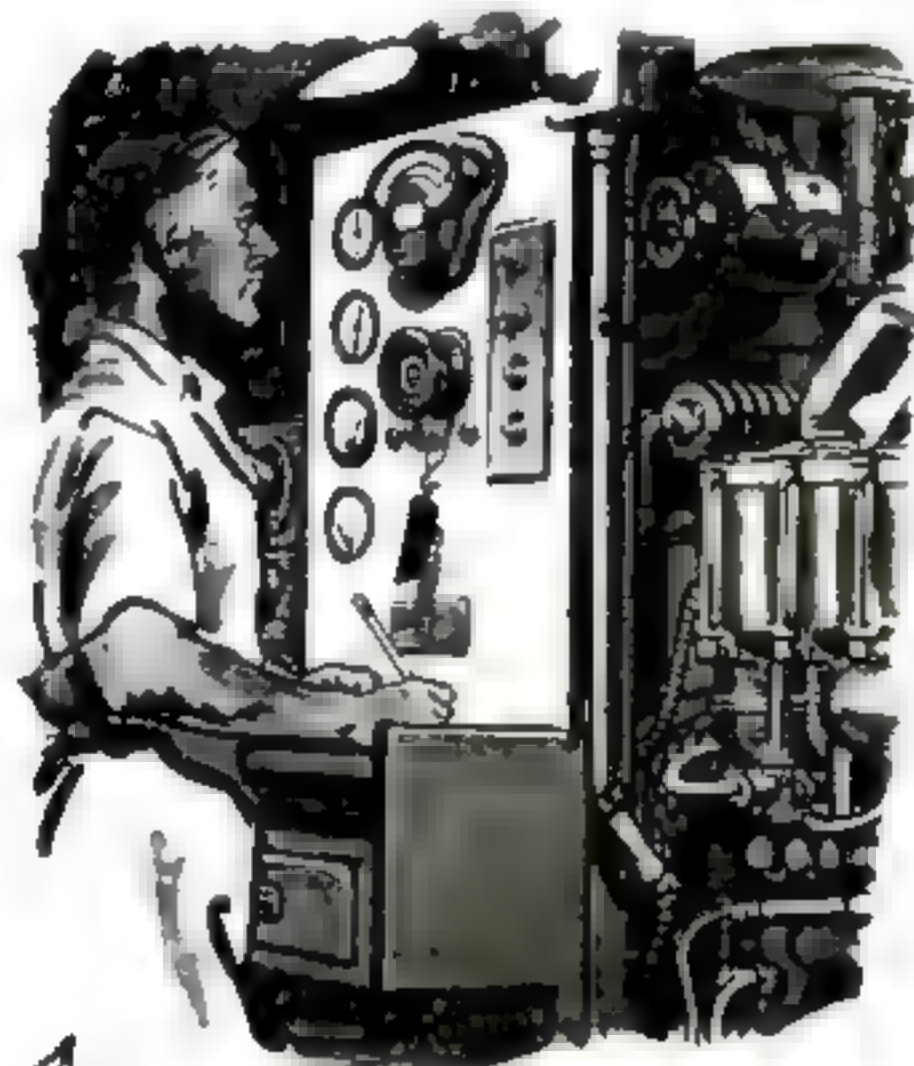
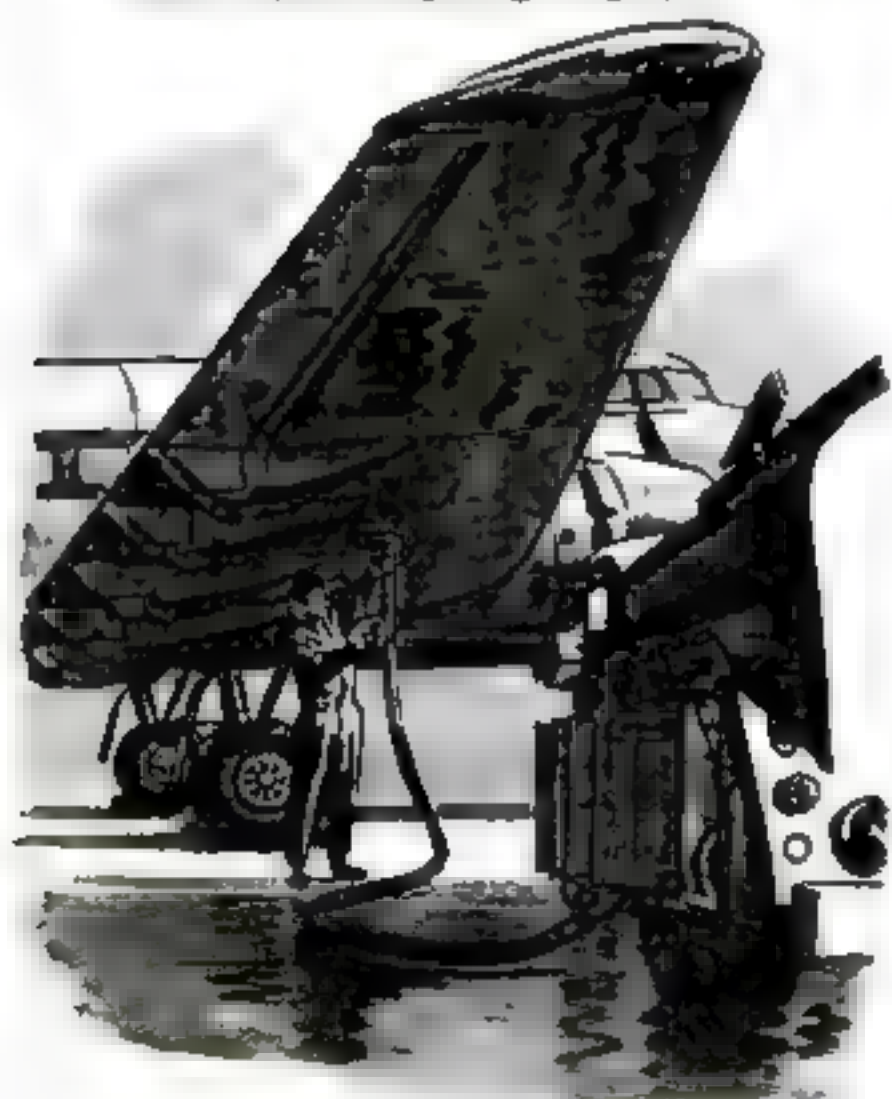
Take full advantage of oil's efficiency. Don't waste it. Oil means better health, more comfort, greater convenience to you... to all.

THERE'S A PLUS FOR YOU IN PETROLEUM'S PROGRESS

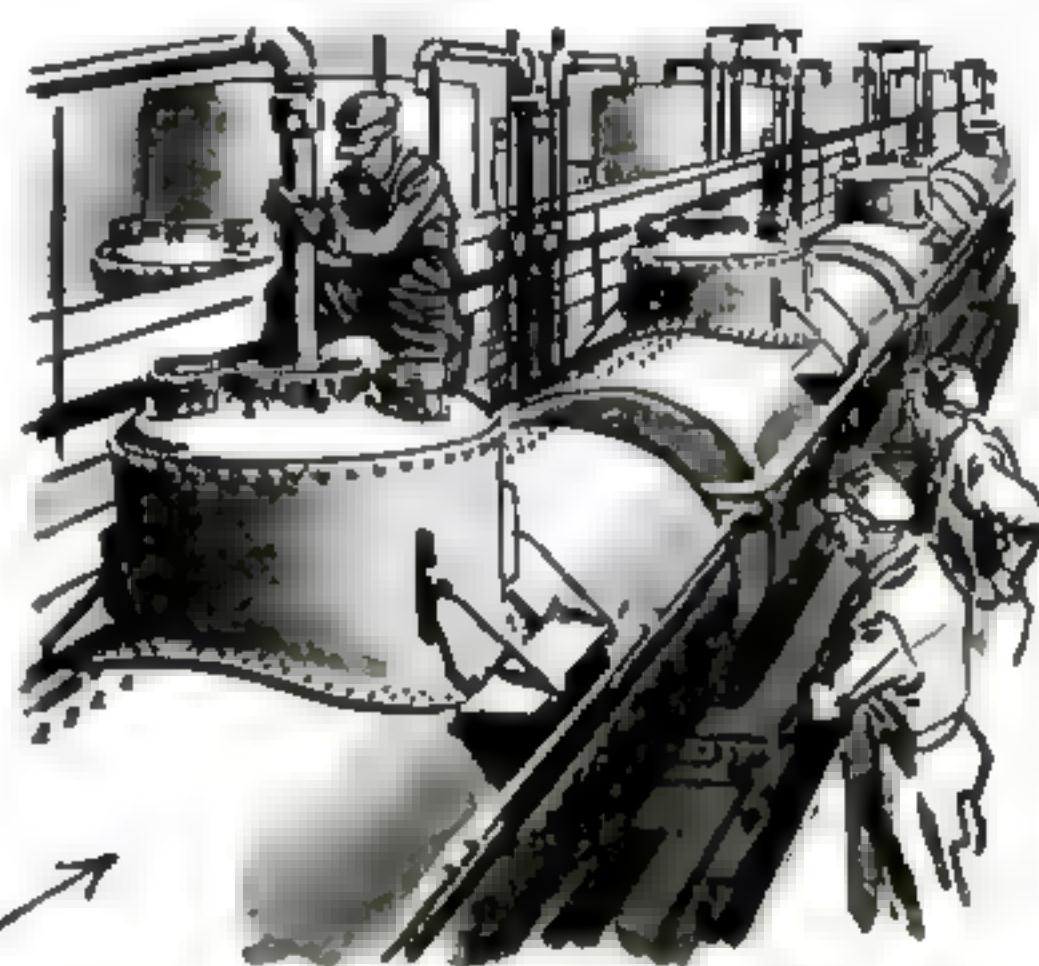


THE SEARCH FOR OIL IS ENDLESS, FAR-REACHING. SPECIALLY DEVELOPED "SWAMP BUGGIES" ROAM THE MARSHLANDS EXPLORING FOR NEW SOURCES. 13,475 PRODUCTION COMPANIES COMPETE WITH RIVALS IN THIS NEVER-ENDING SEARCH.

TO SAVE PRECIOUS HOURS FOR PASSENGERS, A NEW UNDERWING FUELING METHOD CAN GET PLANES OFF FAST, DELIVERS 120 GALLONS PER MINUTE. OVER 20,000 JOBBERS AND DISTRIBUTORS STRIVE TO FILL AMERICA'S EVER-MOUNTING OIL NEEDS.



LABORATORY TESTING ENGINES DUPLICATE ACTUAL ROAD CONDITIONS INDOORS. OVER 400 REFINERIES CONSTANTLY WORK TO BRING YOU MORE MILES PER GALLON, MORE EFFICIENT POWER FOR CARS, TRUCKS, PLANES AND TRAINS.



URGENT NEED OF TRANSPORTING GREATEST AMOUNT OF OIL IN HISTORY IS A 24-HOUR DAY JOB FOR HUNDREDS OF COMPANIES. 150,000 TANK CARS, 1,400 BARGES, 200,000 TRUCKS, 285 TANKERS, 141,000 MILES OF PIPE LINES BRING OIL PRODUCTS TO YOU.



A FAR CRY FROM THE OLD DAYS OF THE HAND PUMP, WHEN ONLY OIL, GASOLINE AND FREE AIR WERE AVAILABLE. AT 225,000 SERVICE STATIONS LOCAL OIL MERCHANTS OFFER YOU FREE SERVICES... PROVIDE TIRES, COMPLETE ACCESSORIES... PLUS THE FINEST PETROLEUM PRODUCTS IN THE WORLD.

Why is GINGIVITIS 'SNEAK-THIEF' of beautiful teeth?



4 out of 5 Can Be Victims and Not Even Suspect It!

Are you ashamed to smile because your teeth look dull and dingy? Do your gums lack that greatly desired rosy pinkness?

Remember—beautiful teeth need firm, healthy gums. So don't wait for bleeding gums to warn you. And don't use a product to merely clean your teeth. Instead, see your dentist and start at once—use 'double-purpose' Forhan's for gum massage and cleaning teeth, too.

This Forhan way is famous to curb bleeding gums and help gums be firmer with an alluring rosy pinkness—to clean teeth to a radiant sparkling cleanness. Be proud to show your teeth and gums!

ONLY Forhan's—no other paste, powder or liquid you can buy—contains the Forhan formula. Yet Forhan's costs no more.

Beautiful Teeth Need Firm Gums

Never neglect bleeding gums. This is often the first sign of Gingivitis—a common gum inflammation, which neglected often leads to horrible Pyorrhea. Only your dentist can help Pyorrhea. See him. Then at home be sure to start at once and use 'double-purpose' Forhan's.

Use 'double-purpose'
Forhan's

FOR CLEANER TEETH AND GUM MASSAGE

STUDY OF HISTORY CONTINUED

THE ARRESTED CIVILIZATIONS

When a challenge to a society is too severe for best results, it is sometimes nevertheless met by what Toynbee calls a *tour de force*. "But though the gesture is magnificent," he says, further progress is impossible and the civilization becomes arrested. The Polynesians crossed a thousand miles of ocean in open canoes but then they were through. The Eskimos' feat of staying alive in the Arctic leaves them energy for nothing else. Below: Toynbee's arrested civilizations.



SPARTANS, forced to subjugate aliens to get enough food, became such efficient militarists after 620 B.C. that they could do nothing but fight.



OTTOMANS became the rulers of Christian Asia Minor. They spent their energies being rulers, had none left to withstand pressure of West.



POLYNESIANS conquered the Pacific Ocean, crossed it to erect statues on Easter Island (above). But with this overwhelming effort progress stopped.



ESKIMOS adapted themselves wonderfully to Arctic weather in order to get food in summer and winter. But all they achieved was equilibrium.



NOMADS must wander with their animals in conformity with cycles of climate and plant growth or else they will starve. Although nomads (above: Qashgai of Persia) are successful at this difficult way of life, they cannot compete with other societies. Now Western civilization is completing annihilation of nomads.

NEW HEADACHE TABLETS WIN THOUSANDS TO "BC"

Same famous formula as
powders—same fast relief

It's wonderful how "BC" tablets have caught on! Same fast-acting, effective ingredients as "BC" powders. Same formula. Soothes headaches, neuralgic pains and minor muscular aches. Two tablets equal one powder. Caution: Use only as directed. On sale everywhere!



FAMOUS FOR A QUARTER CENTURY



Goldentone
PRECISION MADE
PHONOGRAPH NEEDLES

Shadowgraphed and perfectly polished
for beautiful reproduction of cherished
records with minimum record wear.

GUARDIAN OF YOUR RECORDS

Putnam Needle Company, Springfield, Conn.

Every MILE Saves You MONEY!



Enjoy America's new style and convenience every mile. The Cushman Motor Scooter is a new kind of transportation. It's a new kind of fun. Operates for less than a penny a mile. It's a new kind of freedom. It's a new kind of comfort. Park anywhere. Carry you a second car. At low cost. 5 Models To Choose From. Pick one here's the Cushman Scooter. **75 MILES Per Gallon**. **CUSHMAN ENGINES** For 47 years Cushman has produced small, reliable and water-cooled engines. These engines are available for use with other equipment. Write for details.

CUSHMAN MOTOR WORKS, INC., Dept. L 200, Lincoln, Neb.

2 Solo Models Side-Kar Package-Kar Stake-Kar
5 GREAT MODELS TO CHOOSE FROM!



Wolf Poison!

There's one 100-proof way to guard your door against this fellow's visit.

There's wolf poison in every U. S. Savings Bond you buy. There's sweet security, too—for your home, your family and yourself.

U.S. Savings Bonds are 100% guaranteed by Uncle Sam. They pay you \$4 for every \$3 you put in, after 10 years.

Think of this profitable saving in terms of future comforts and luxuries. Think of the advantages it will mean for your children as they grow up.

Think. THINK. THINK.

Then start saving right away—today! Start saving *automatically* this sure, convenient way. If you work for wages or salary, enroll in the Payroll Savings Plan—the *only* installment buying plan.

If you're not eligible for this plan—if you're in business but not on a payroll—ask your bank about the equally practical Bond-A-Month Plan.

REMEMBER—U. S. Savings Bonds are poison to wolves!

Automatic saving is sure saving— U.S. Savings Bonds

Contributed by this magazine in co-operation with the Magazine Publishers of America as a public service.



Smallwaist*



Flexees

Waist-diminisher of
incredible comfort.
A delight to all who
wear it... for it nips
the waist to vanishing,
curves hips to soft
roundness... easily,
gently, wonderfully!

FLEXEES

"WORLD'S LOVELIEST FOUNDATIONS"

†T. M. APP. FOR

*REG. U. S. P.

STUDY OF HISTORY CONTINUED

FOUR ABORTIVE CIVILIZATIONS

Abortive civilizations are ones which were stopped early in the game because they ran up against a stronger competitive civilization before they were fully developed. Below are four examples. One of them, the Far Western Christian civilization, was for centuries a surprising rival to Western civilization. The early Irish, instead of taking their Christianity straight like other barbarian heirs of Rome, seasoned St. Patrick's message heavily with their local Celtic traditions, thus retaining in Irish Christian culture the magic-loving quality we recognize today. St. Bridget was as important as the Virgin. Learning and literature developed separately and faster in Ireland than on the Continent. Irish missionaries ranged as far as Iceland and the Alps. But here the Irish Christianity came into conflict with the Roman Church, and when Irish St. Columbanus dared to upbraid Pope Gregory the Great, Rome counterattacked and won a victory when a king in Britain sided with Rome at the synod of Whitby in 664. From then on the nascent Irish civilization retreated into itself, and after 800 A.D. Ireland suffered invasions by the Scandinavians and English. Had Ireland been a little less adventurous and had the Roman Church been less sure of itself, the whole development of Western society might have had an Irish cast.

At the other side of Europe another variation on the Roman Church was starting a promising career. This was the Far Eastern Christian civilization. Banned as heretics in 431 A.D., the Nestorian Christians of the East Roman Empire began to convert peoples east of the Caspian Sea and as far away as China. Their successful society lay along strategic trade routes of central Asia. When the Arabs became strong in the Eighth Century, the embryonic Far Eastern Christian civilization had to appease Islam to protect the economic base of its life. In appeasement the Nestorians lost their identity and the Far Eastern Christian civilization proved abortive.



SYRIAC civilization aborted when the Hyksos (above), instead of settling in Syria, permitted themselves to be distracted by neighboring Egypt.



FAR EASTERN CHRISTIAN civilization was stimulated by Nestorians who fled into Asia, built this monument there, succumbed to Arabs.



FAR WESTERN CHRISTIAN civilization centered in Ireland, where the highly developed society erected these crosses in the Sixth Century.



SCANDINAVIAN civilization heard its death knell when the Icelanders adopted Christianity in 1000 A.D. Shown above is a runic stone.



MY GOODNESS...
SUCH GOODNESS



Welch
QUALITY CANDIES

Delicious... with
Genuine New
England Flavor

Mealy, tender, wonderfully
better flavored. Actually baked
(not steamed) with pork and
spicy sauces, all day long...
"Down East" in Portland,
Maine. Burnham & Morrill Co.



CONTINUED ON PAGE 128



the finest *Sealy* we've ever made!



Ask your dealer about
Sealy's 10-year guarantee.

Never has the quality been higher than in the comfortable Sealy of today. On your new Sealy, you can sleep soundly . . . to start each day with a fresh alive feeling, a fresh bright look. *No buttons or bumps break your rest on Sealy's smooth tuftless top.* Your body is gently cradled with firm healthful support by Sealy's famous Durolife innerspring unit. Choose today from the large family of mattresses and box springs proudly bearing the Sealy name.

Sealy **INC.**

666 LAKE SHORE DRIVE, CHICAGO 11, ILLINOIS

"SLEEPING ON A SEALY IS LIKE SLEEPING ON A CLOUD"

© 1948, SEALY, INC.

Only PALMOLIVE BRUSHLESS Offers You Proof of . . .

*Smoother,
More Comfortable
Shaves for 3 Men
out of every 4*



BEARDS EASIER TO CUT—Said 77%
LESS RAZOR PULL—Said 76%
CLOSER SHAVES—Said 69%
SMOOTHER FEELING WHEN
—Said 62%



And this way really works—
no matter how you shaved before!
THE PROOF! 1297 men tested the new, different
Palmolive Brushless Shave Cream Way, and—
no matter how they shaved before—3 out of 4 re-
ported more comfortable, actually smoother
shaves!

Here's All You Do:
1. Wash face with soap and water and rinse.
2. Soap face again but do not rinse. 3. Apply
Palmolive Brushless Shave Cream at once,
smoothing it upward into beard. This way, you
get the full benefit of Palmolive Brushless
Shave Cream's beard-conditioning effect!
Then, shave!

Get a Giant Tube or
Big 9-oz. Jar Today!



STOP Coughs

SAFELY WITH THESE SOOTHING
Glycerine TABLETS

Why "dose" a cough with strong drugs that upset your stomach? If your cough is due to a cold, Pine Bros. Glycerine Tablets will stop it quickly and safely. They spread a moist, soothing film of glycerine over your dry, cough-torn throat and relief comes fast. . . . Use them freely. They can't harm you.

WON'T UPSET YOUR STOMACH

10¢

PINE BROS., INC., PHILADELPHIA

5 pleasing flavors

STUDY OF HISTORY CONTINUED

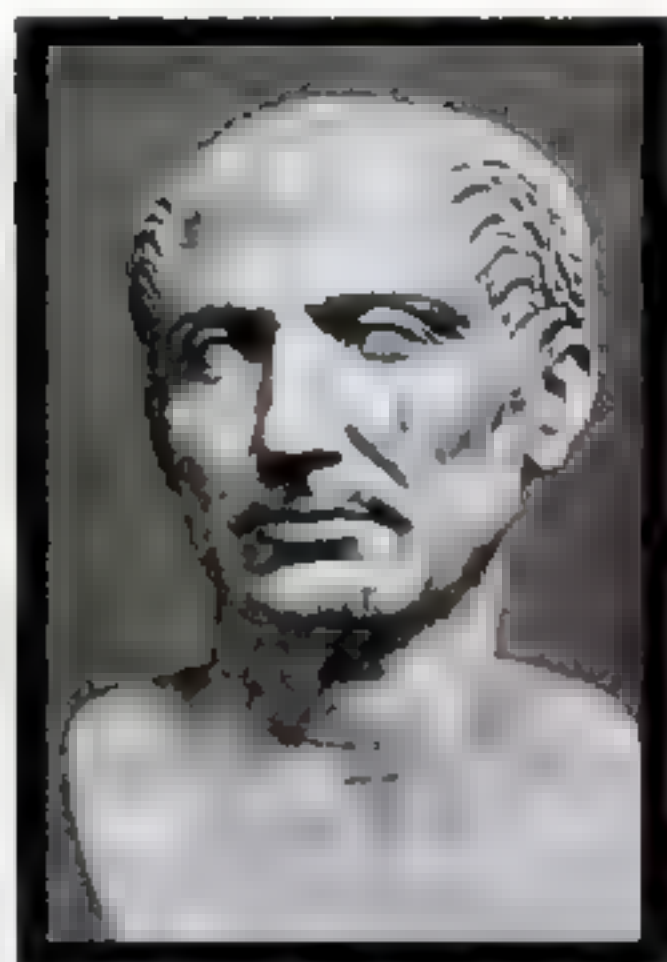
WITHDRAWAL AND RETURN

Toynbee believes in an aristocratic principle: "In all acts of social creation the creators are either creative individuals or, at most, creative minorities. . . ." He further finds that these individuals and minorities best contribute leadership by withdrawing from society a while, mulling out the answer to some current challenge and then returning to society with the answer. Herein lies Toynbee's link between mysticism and the real world: "The very source and fountain-head of creation in social affairs is this non-social experience of religious or aesthetic or intellectual ecstasy which . . . 'Withdrawal-and-Return' enables rare souls to attain." The function of such a withdrawn minority or individual is, by his return, to raise "ordinary human souls to the level that has been attained by the creator himself." Some examples of the process are shown below. The biblical Moses withdrew from his people, went up onto Sinai and brought back to the children of Israel the Ten Commandments. Nations can also practice Withdrawal-and-Return. England virtually withdrew from the Continental wars after the defeat of the Spanish Armada and gradually worked out for the West the problem of representative government by developing the "mother of parliaments."

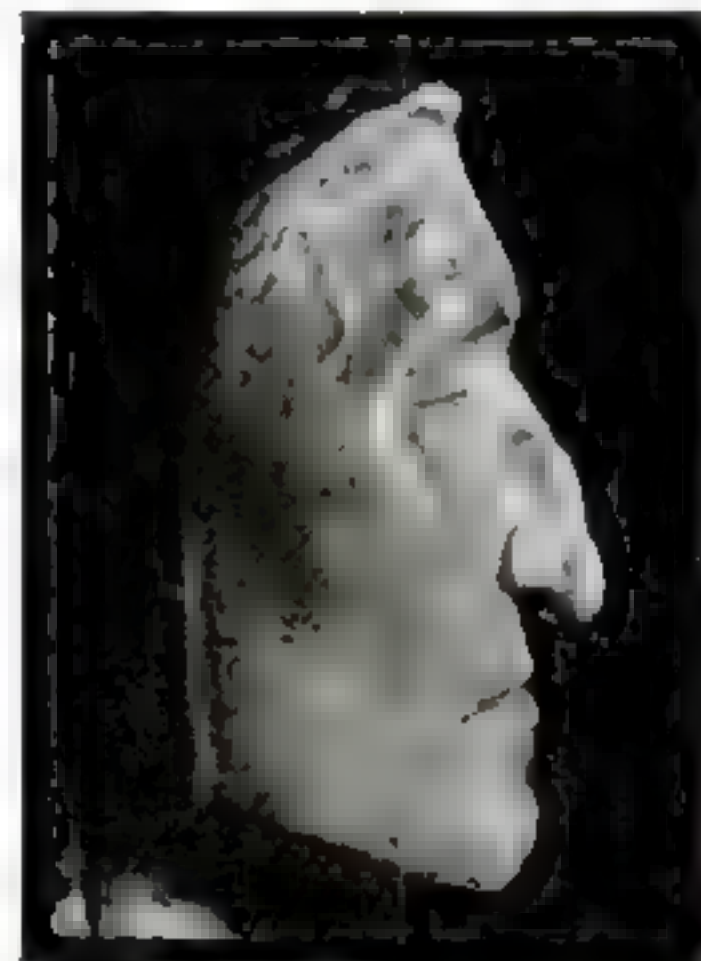
Men who return influence society through the process of mimesis—imitation by the people. In a primitive or a static society, mimesis becomes mechanical and deadening, turning people to admiration of the past. But mimesis can advance a society when creative personalities, through the process of Withdrawal-and-Return, come back to cut through, as Economist Bagehot says, "the cake of custom."



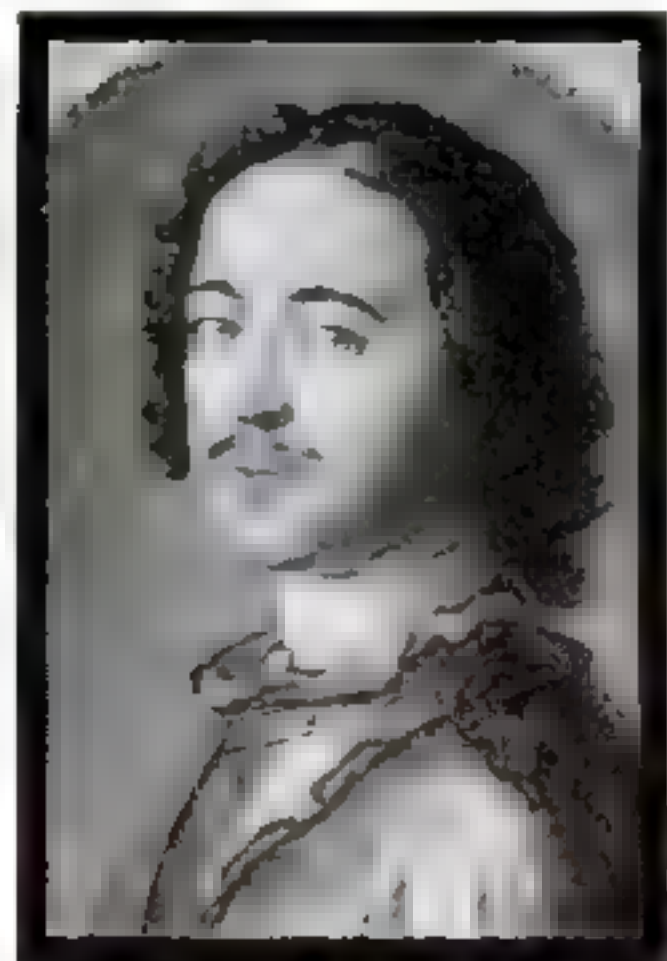
BUDDHA, born into a life of wealth, withdrew from it for seven years, returned to preach a doctrine of selflessness which millions now follow.



CAESAR was away from Rome in Gaul for nine years. He changed from a politician to a statesman. He died trying to convert anarchy to peace.



DANTE withdrew from Florence as an exile. Toynbee counts *Divine Comedy* as his return to—and great influence on—the whole Western world.



PETER THE GREAT withdrew from Russia for tour of Western Europe, on his return began to make backward Russia a modern state.

CONTINUED ON PAGE 132

**VERY
OBVIOUSLY...
UNIQUE**



**Developed by
Men who Plan beyond Tomorrow
to bring you
Unsurpassed Excellence Today**

Just as the Golden Palomino stands alone among fine show horses, so does Seagram's V.O. Canadian merit its position in the forefront of exceptionally fine whiskies.

Each is the perfect result of years of the utmost care in blending, superb selection, and unqualified adherence to an unsurpassed standard of excellence.

Very Obviously each is unique.

This Whisky is Six Years Old—86.8 Proof.

Seagram-Distillers Corp., N. Y.



Seagram's **VO**

CANADIAN WHISKY—A BLEND....OF RARE SELECTED WHISKIES



Cook big meals in this giant 18-inch oven. holds a 25-pound turkey, or four 10-inch pies or 8 loaves of bread at once! Automatic precision heat regulator bakes feathery cakes and rolls to a golden, even brown. Pre-heats to 400° in 8 minutes. Automatic oven light.

Revel in new delicacies with the "Flame Ray" broiler—6 inches deep—generous room for steaks, chops, fish, hors d'oeuvres. Flame Ray principle applies heat scientifically for tender, juicy results. Non-spatter, non-smoke broiler grid and pan are removable, easy to clean.

**VERY WELL, MRS. DOUBTING THOMAS
SEE FOR YOURSELF!**

Everything you want in a gas range for a lot less money

You're famous for your dinners. You love good food yourself. So you'll prize the new Kalamazoo for its giant precision Thermagic oven, its tenderizing Flame Ray broiler. It's a full 40-inch range—

not the usual 36 or 38 inches. One-piece gleaming white porcelain enamel top! No crevices to catch dirt. 26 important features! Available now at dealers and department stores. See it!

KALAMAZOO STOVE & FURNACE COMPANY, 564 Rochester Avenue, Kalamazoo 6, Michigan

Completely new 1948 KALAMAZOO Gas Range
with oversize 18-inch oven—not usual 16-inch

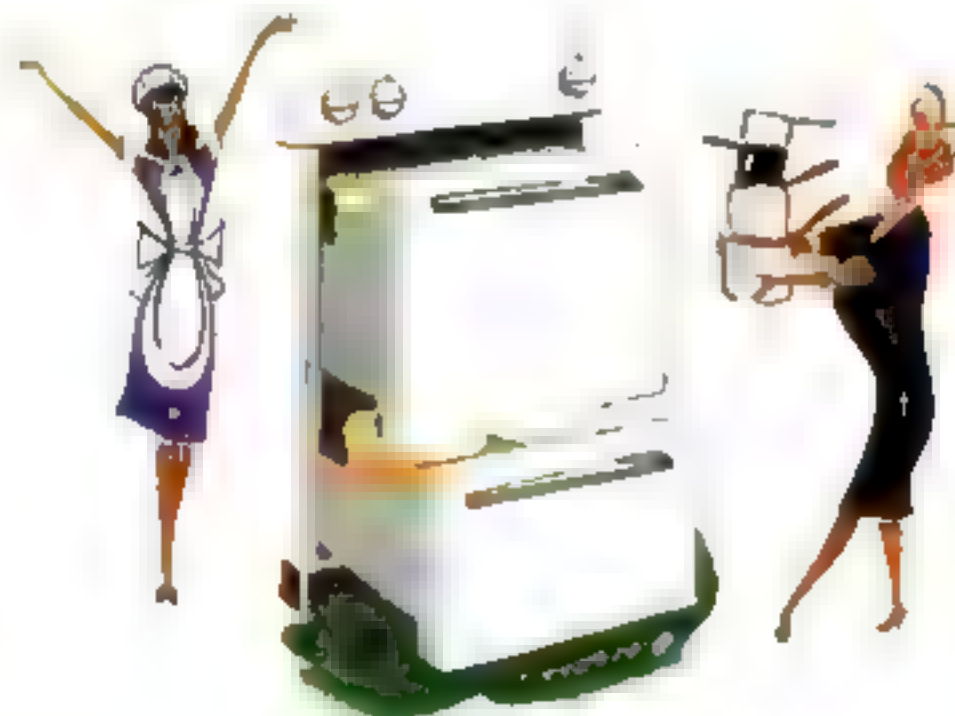


Ample work space—fluorescent top lamp
—Generous center mixing and serving space eliminates reaching over hot burners. Beautiful chrome lamp lights whole top surface. Interval timer warns you when your cooking's done.

Use city or bottled gas—Engineered
for the most efficient use of bottled gas—clean, controlled heat instantly. Also burns manufactured or natural gas. You can have 100 different degrees of heat with these easy-cleaning thrust burners.



Save cleaning time—Uniflow top is
a single porcelain enameled piece—no crevices to catch dirt. All rounded corners. Burner bowls removable for washing in dishwasher. So easy to keep clean!



Save steps with on-the-spot storage—2 big
storage drawers with finger-touch control float on roller bearings. Provide handy space for all necessary cooking utensils, save time and effort.



HOME APPLIANCES BY

KALAMAZOO

QUALITY LEADERS SINCE 1901





YIN AND YANG are represented symbolically in this Chinese silk which shows Yin, the passive state, as dark areas, and Yang, the dynamic state, as light.

FUTURE OF THE WEST

All of Toynbee's themes have a one-two rhythm: Challenge-and-Response, Withdrawal-and-Return, Rout-and-Rally, etc. This mystic duality has its earliest inspiration in the ancient Chinese notion of Yin and Yang, the static-and-dynamic, negative-and-positive, dark-and-light, female-and-male principles which together make up the "Great Monad" ("T'ai Chi"), or "source of existence." Toynbee detects in this Yin-Yang rhythm the song of creation. The greatest creative act of all, he feels, was when subman became primitively human some 300,000 years ago. The exhaustion caused by this effort left man panting on the ledge in a Yin state for 98% of the time since. Then, less than 10,000 years ago, with the beginnings of the first civilizations, Yin became the active Yang state. The alternation is echoed on lesser time scales in all creative processes. But this rhythm is not, in Toynbee's view, a mere "vain repetition," for each revolution of the wheel or of the wheels within wheels "is carrying [the] vehicle that much nearer to its goal."

The goal, to be sure, is still some distance off. Anyone who feels that the end of the world may be at hand can comfort himself with this Toynbeeian calculation: if the ratio of 21 civilizations to 6,000 years of history is maintained through half the period which Sir James Jeans figures for the future habitability of the earth, mankind has 1,743 million civilizations ahead of him.

This may be cold comfort to those who are fond of our particular civilization. How much farther will Western man continue climbing before he comes to rest on a ledge or falls backward? Toynbee does not say exactly. He will measure our prospects further in the volumes on which he is to work. Sometimes he appears to believe that we are in our Time of Troubles, which may have begun with Europe's 16th Century religious wars and will not be over until somebody succeeds (where Napoleon and Hitler failed) in founding a Universal State. We are, he believes, at about the same period of our civilization as the Hellenic civilization was around 50 B.C. Many Toynbeeian symptoms of decay are observable in our world today, notably "the schism in the soul," which, he says, goes hand in hand with a schism in society and denotes the imminent secession of the "internal proletariat." However, our "creative minority" does not seem to have become very "dominant" as yet, which would be a symptom of decadence. Other symptoms are conspicuously missing. One of the latter is asceticism, from the scarcity of which, says Toynbee, "we may . . . perhaps draw . . . the cynical conclusion that, if our Western civilization has indeed broken down, its disintegration cannot yet be very far advanced."

At the same time Toynbee is already taking a wider look at Western civilization than the one with which he began his work back in 1922. He now sees it as part of a great world society. In a forthcoming volume of essays (*Civilization on Trial*) he suggests that by the year 5047 A.D., after East and West have stopped reacting on each other, the whole world may be united in a single civilization through the agency of religion. He also questions his own earlier assumption that civilizations are the "intelligible field" of historical study, with religions serving as the link between one civilization and its offspring. Instead he now suggests that religion may be itself the intelligible field and that the purpose of civilizations may be to spread opportunities among men for a fuller knowledge of God.

**ANY SHOE
IS A Better SHOE
WITH THIS RIB!**

Stormwelt WEATHERSTRIPS
... seals the unprotected gap between sole and upper with a built-in wall of solid leather that keeps out moisture and abrasive dirt.

Stormwelt RE-ENFORCES
... holds your shoes in shape by keeping the uppers from flattening out or "treading over."

Stormwelt LOOKS SMART
... adds an extra touch of fine good looks ... gives that "custom-built" appearance.

**YOUR DEALER HAS
SHOES WITH GENUINE**

This cross section shows the exact position of the Barbour Stormwelt. Note that at the position indicated by the arrow there is no opening or seam.

BARBOUR
Stormwelt

BARBOUR WELTING COMPANY, BROCKTON, MASS.
EXCLUSIVE MANUFACTURERS OF STORMWELT SINCE 1924

• THIS IS NOT A SHOE ADVERTISEMENT



In one lifetime, America



has been wired for dependable



low-cost electric service

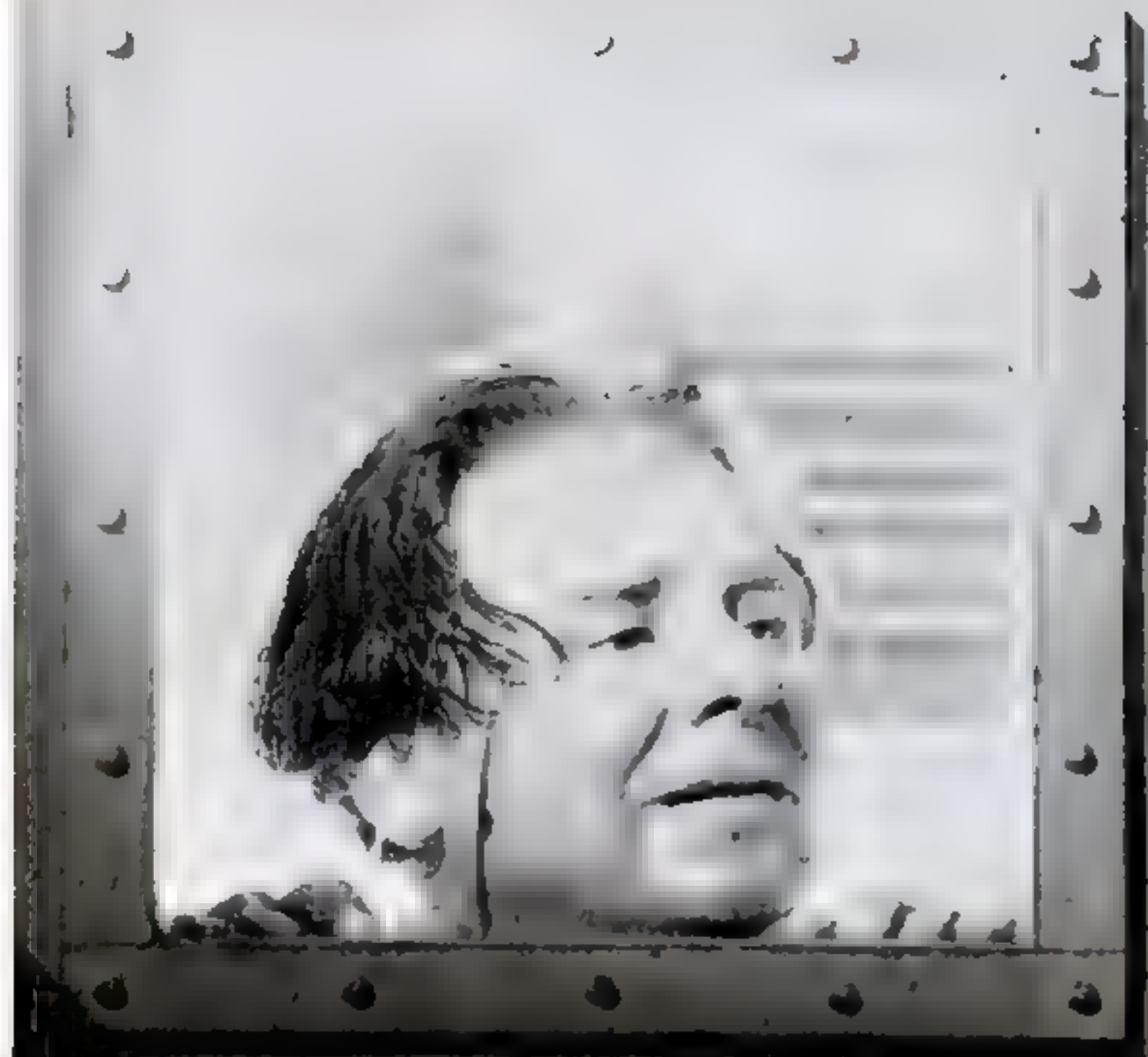
It's one of the wonders of the modern world—in a single lifetime, *millions of miles* of wire have been strung, *thousands* of power plants built. As a result, the American people have about as much electricity as all the rest of the world together! Only American business

could have done this gigantic job. Self-supporting light and power companies did the pioneering, worked out the problems, covered America with electric lines. And it is their sound *business* methods that have made electric service so reliable and so low in price!

• ONE HOUR LATER. New time for the Electric Hour, THE HOUR OF CHARM. Every Sunday, 5.30 P.M., EST, CBS.

America's business-managed, tax-paying
ELECTRIC LIGHT AND POWER COMPANIES★

★Names on request from this magazine



A PLAINTIVE SMALL-TIME COUNTERFEITER WHO CHEATED ON HIS BOSSES GETS THE BUSINESS BY BEING LOCKED IN A BLISTERING STEAM ROOM AND LEFT TO DIE

MOVIE OF THE WEEK:

T-Men

Typical "sleeper" proves a good movie can still be made without a high budget and famous stars

Nearly all of Hollywood's best movies—as well as some of its worst—contain top-rank stars and cost a lot of money. Two or three times a year, however, a picture turns up that, without either of these advantages, manages to win critical praise and reap an unexpectedly high return on its investment. Within the trade these little wonders are called "sleepers."

A current example of such a sleeper is Eagle-Lion Films' *T-Men*. Its final production bill was a slim \$450,000. It has only one middle-ranking star, the breezy Dennis O'Keefe. Although *T-Men* adds nothing to the intellectual stature of the screen, it has its good points, some believable tough guys

and a fast, well-paced plot worked out in pure movie style, i.e. with plenty of action and few words. The story, reportedly found in U.S. Treasury files, shows how two Treasury agents pose as counterfeiters to round up a big counterfeiting gang. After meeting a dyspeptic confidence man called "The Schemer" (above, left), one agent is unmasked and shot; but the other goes on to break up the counterfeiting ring singlehanded.

No phony heroics or love story clutter up this tale, which is told instead with a good deal of wry humor. Hollywood, which now has urgent need of pictures that cost less without sacrificing quality (pp. 55-61), could well take a tip from *T-Men*.



Courtley

MEN'S TOILETRIES IN MATCHLESS CONTAINERS

A complete line of finest toiletries. Individual items and combination sets; at better stores in a rich array of colors.

Illustrated: After-shave lotion, DeLuxe Porcelain \$2.50. Regular Blue \$1 (plus tax). DeLuxe Shave bowl, 2-year size \$1.50. Refill 75¢.

Courtley, Ltd., New York, Los Angeles



Full showing of smart new styles at your dealer's now

Naturalizer Division, Brown Shoe Company, St. Louis



TWO T-MEN (Dennis O'Keefe, center, and Alfred Ryder, right), posing as counterfeiters, manage to join a counterfeiting gang in Detroit, there find a piece of clothing which leads them to the gang's headquarters in Los Angeles.



IN CRAP GAME O'Keefe meets the gang's traveling representative (Wallace Ford, second from left). O'Keefe passes a counterfeit bill provided by the Treasury in hopes Ford will ask about it, reveal the gang's operating methods.



THE SLUG is put on O'Keefe instead. Later Ford turns up again and tells O'Keefe that he thoroughly admires the artistry of the fake bill, thinks that his superiors would be interested in it and perhaps might even offer O'Keefe a job.

MAN DIVING



for that distinctive tangy flavor of **CHEEZ-IT** crackers!



America's largest selling cheese cracker!

A Quality Product of Sunshine Biscuits, Inc.

La BOHEME CALIFORNIA WINES



AMERICA'S GREATEST WINE VALUE

© 1947 La Boheme Vineyard Co., Fresno, Calif.



*"But I don't spend a fortune on clothes!
Haven't you heard of the SINGER SEWING CENTER?"*

"I made this dress myself! And it cost me less than half what I'd pay if I bought it in a store.

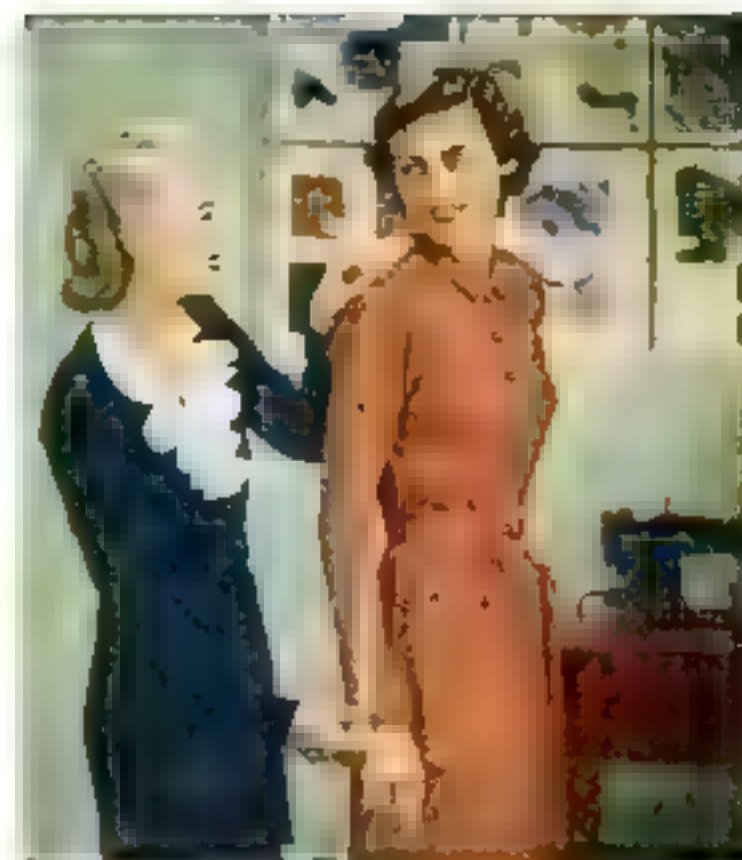
"Clever? Nonsense! Anyone can learn to sew at the SINGER SEWING CENTER. Before I started, I'd never done a thing except let down hems and put on buttons.

"But those SINGER experts make every step so clear you

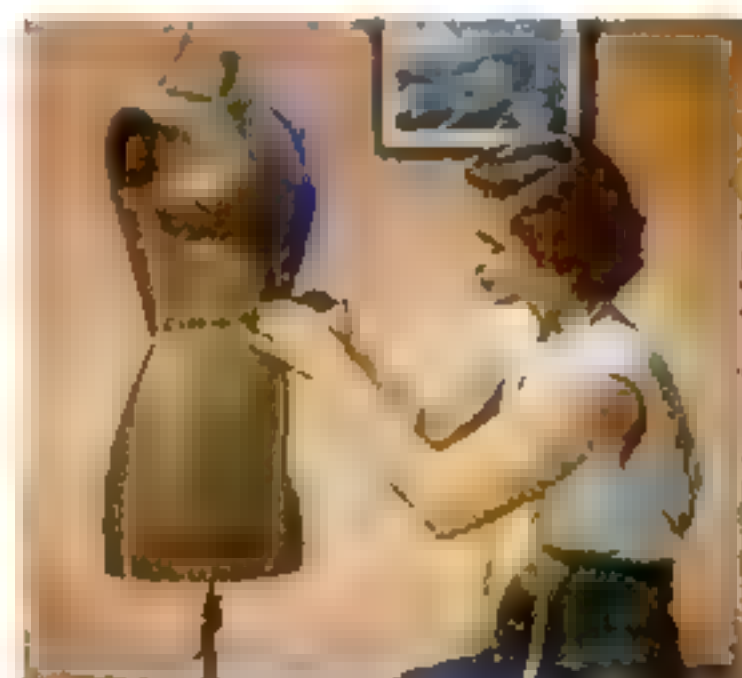
can't miss. The complete course of 8 lessons is only \$10.

"SINGER is a dream about doing tricky finishing. They'll put in buttonholes, cover buttons and belts for you.

"Would I mind if you made a dress like mine in red jersey? I'd be flattered! It's Advance Pattern No. 4719. Don't forget to enroll for your SINGER Lessons tomorrow!"



• You'll be sewing like a professional after a few SINGER Lessons. You make a dress as you learn. Skilled instructors show you the right way, the easy way to do every step.



• No trying "try-ons" when you own a SINGER* Molded Dress Form! It's another you, matches every curve. You can set collars, fit waists, hang skirts with new skill.



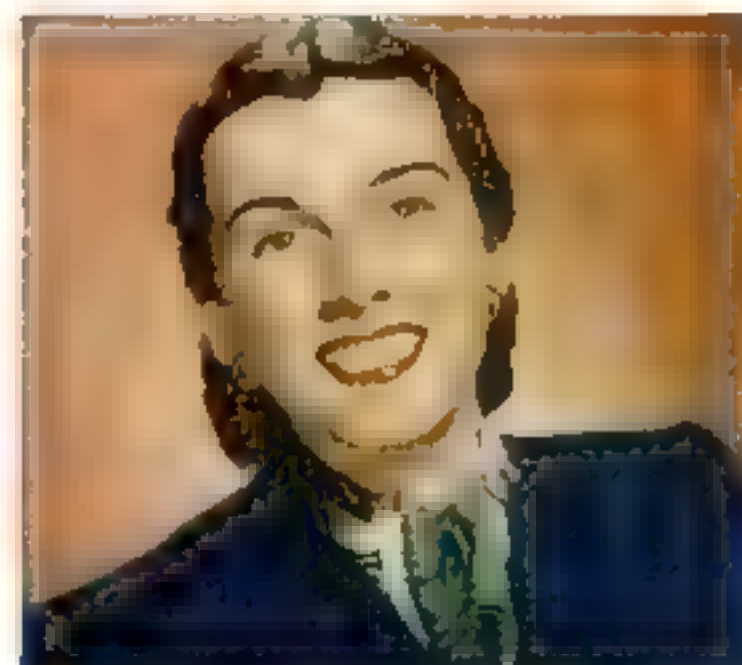
• Buttons add beauty! SINGER will cover them in your own material. Make matching belts, put in buttonholes. Do picotting, hem-stitching. All so quickly, so inexpensively.



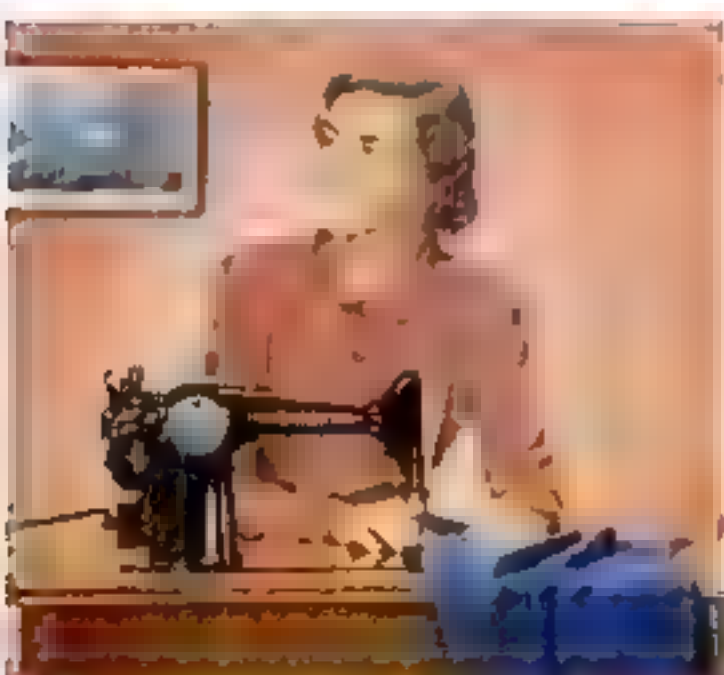
• Handy reference guide for home sewing. Everything from how to fit patterns to how to finish pockets. 52 pages, 25¢. Also at SINGER: best selection of notions in town!



• It's smooth pressing with a SINGER Electric Iron! Light weight, perfect balance, Fabric Dial, patented SINGER Cord Control to banish loops and tangles.



• There's news in a neckline! A bright scarf at your throat. A chic white dickie Collar 'n' cuffs for black. Your SINGER SEWING CENTER has them all, from 98¢.



• Select your SINGER* now! Cabinet or portable, they're all smooth-stitching beauties. Get your name on the list. You pay nothing to register. Orders are filled in turn.

FOR YOUR PROTECTION!

S* SINGER sells its machines only through SINGER SEWING CENTERS, identified by the Red "S" on the window, and never through department stores or other outlets.

Be sure to check the address of your local SINGER SEWING CENTER in phone book SINGER SEWING MACHINE COMPANY.

Here's the SINGER SEWING CENTER at 43 N. E. First Street, Miami, Florida. Hundreds more from coast to coast. There's one near you!

*Reg. U. S. Pat. Off. by THE SINGER MANUFACTURING COMPANY



Copyright, U.S.A. 1949, by THE SINGER MANUFACTURING CO. All rights reserved for all countries.

SINGER SEWING CENTERS

THERE'S ONE NEAR YOU TO SERVE YOU



*"I'm a Fresh Foods Fan,
so it's A&P for me"*

A&P goes to great lengths to provide *really* fresh foods. Its agricultural experts visit growing sections everywhere in the nation, inspecting crops and selecting the best. And A&P men are even to be found on famous coastal and inland fishing wharves, buying choice catches right off the boats. At every important source of fresh foods, A&P is truly "Johnny on the spot."

Visit your nearby A&P Super Market. See the displays of dairy foods — fresh fruits and vegetables... ocean favorites in seafood and the popular fish of lakes and streams — fresh meats — and "dated" baked goods. Yes, fresh foods — and everything you require for every meal — are yours at attractive prices at your friendly Super Market.

TABLE SET BY GEORGE JENSEN, INC., NEW YORK CITY

A&P Super Markets

A&P

*— a little planning
and regular shopping
at your A&P Super Market
gives you meals like this —*

THE FISHY BANQUET

Serves 4.

Chilled Vegetable Juice
Broiled Fish Fillets
Broiled Tomatoes
Whole Potatoes, Parsley Sauce
Hot Cross Buns Spread
Lemon Gelatin Coffee or Tea

BROILED FISH FILLETS

Place 1½ lbs. fillets in greased shallow pan. Brush with melted margarine, butter or cooking oil. Season with salt, pepper and lemon juice. Bake in oven or broiler for 10 to 20 minutes, depending upon thickness of fillets. Baste several times with melted fat or cooking oil.
Fish fillets or broiling: Haddock, Cod, etc.

Recipe cost based on price of Haddock.

*Menu and recipe tested and priced
by A&P Test Kitchen. Costs based
on average prices in A&P Super
Markets at time of going to press.*



IN NIGHTCLUB Ford passes on O'Keefe's marked ten-spot to bosses' go-between. Wanting plate it was made from, bosses take both T-men into gang.



COUNTERFEITERS refuse to tell O'Keefe where they get their currency paper, but he learns that they will kill him once he hands over the illegal plate.



HYDER IS BETRAYED by a chance meeting with his wife. June Lockhart (left), current toast of the Broadway stage (*LIFE*, Nov. 24), plays this tiny role.



HYDER IS SHOT by counterfeiters as O'Keefe looks on helplessly. Ford also dies for knowing too much, but murders help O'Keefe round up the gang.



For extra family fun... add this to your piano!

WHAT CAN YOU DO to perk up your family's interest in the piano—bring years of musical fun into your family circle? Add a Solovox!

Yes, the Solovox actually adds instrumental solos to your piano playing. Violin, clarinet, trumpet, oboe—even organ voices. Those and many more are all yours.

You simply select one of many instrumental effects. Then, play the melody on the small keyboard of the Solovox* with your right hand. With your left hand you play the accompaniment on the piano.

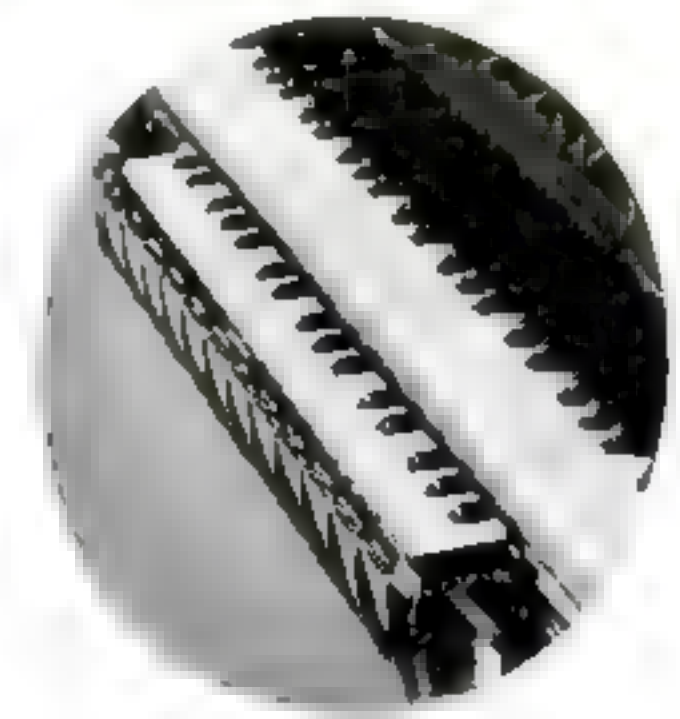
It's easy and lots more fun than playing piano alone!

The Solovox adds such a variety of effects that it makes your music all sound wonderful.

Whether you already own a piano,

or plan the purchase of a new one, visit your piano dealer's soon and ask to try the Solovox. See how easy it is to play the same tune a dozen different ways—how simple it is to control the volume from just a whisper to a rich full voice.

The Solovox can be attached to or removed from any piano in seconds without marring the finish. It will not affect the normal operation, which allows the piano to be played separately at any time. Send coupon for full information.



Solovox

MADE BY THE MAKERS OF THE HAMMOND ORGAN

Hammond Instrument Company, 4240 W. Diversey Ave., Chicago 39, Illinois

Without obligation, please send me full information about the Solovox. ☐ Check, if you also wish full details about the Hammond Organ.

Name _____

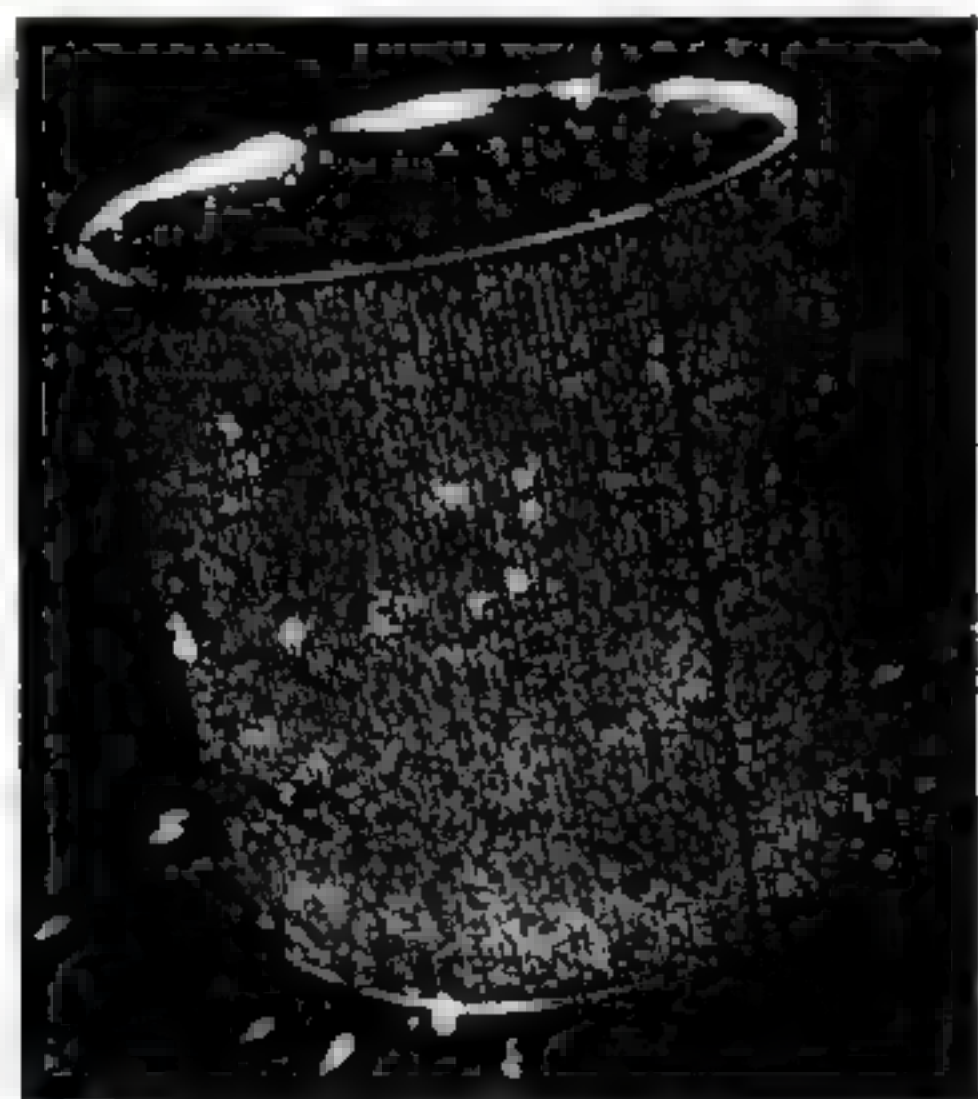
Address _____

City _____ P. O. Zone _____ State _____

* U. S. PAT. OFF. © 1948



STEVE SMITH SITS BEFORE HIS PLANETARIUM MACHINE ON WHICH CONSTELLATIONS ARE TRACED. FIXTURES ON TOP EDGE OF CYLINDER PROJECT THE MILKY WAY



LIGHTED CYLINDER shows star holes punched in cardboard. Steve also projects meteors, aurora borealis

HOMEMADE PLANETARIUM

Sixteen-year-old Massachusetts astronomer builds himself one for \$10

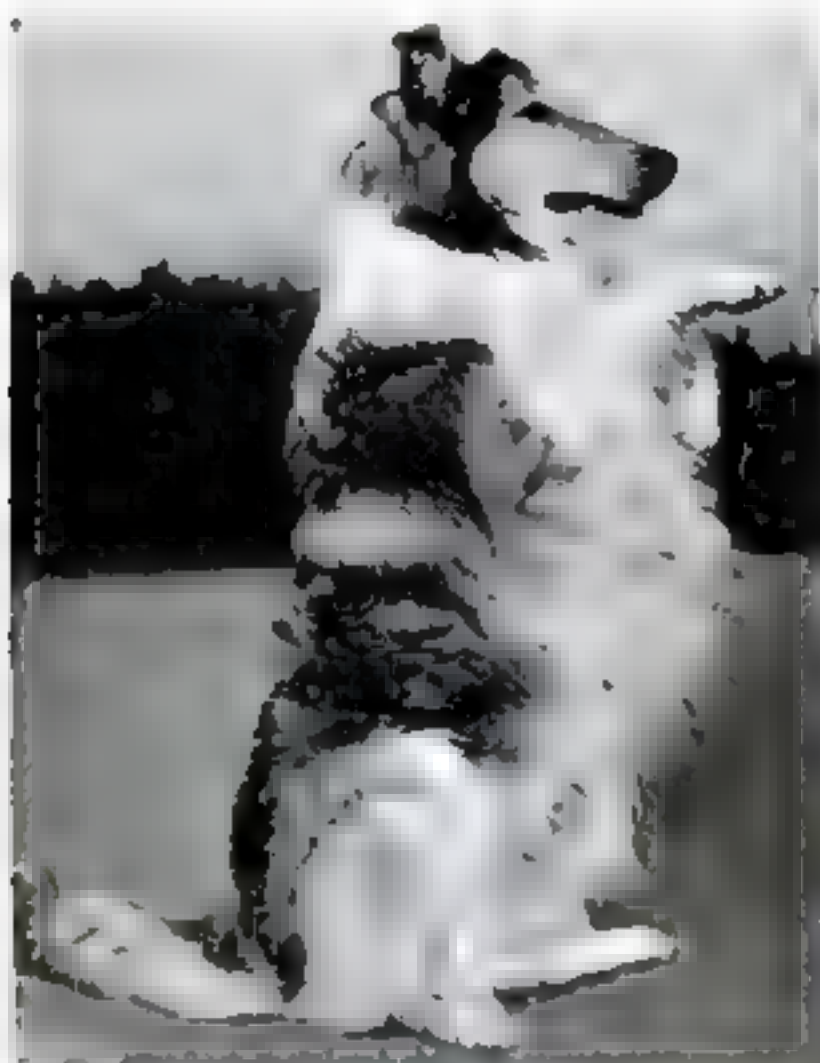
The day he punched the last hole in the strange cardboard device shown above, Steve Smith, 16, of Northfield, Mass. made a triumphant entry in his diary: "I have the universe at my fingertips." What Steve actually had was a homemade planetarium which he built himself after having seen New York City's Hayden Planetarium, which cost more than \$200,000. Steve's cardboard counterpart was put together of electrical tape, wires, homemade switches, assorted light bulbs, batteries and some odd parts. It cost Steve about \$10.

The machine is a cylinder on which carefully placed perforations pick out the pattern of the constellations. A light inside the cylinder projects through these holes, throwing starlike spots of

light on a darkened surface. By rotating the cylinder Steve can make the stars follow their course across his attic ceiling.

Steve got interested in stars 10 years ago when he was given a small telescope. He started observing the skies and making notes in his diary. The planetarium is the latest result of his interest. In the evenings friends come to the attic and Steve puts on a show. Soft music plays on a phonograph as the ceiling grows dark and stars come out. As they become brighter and travel across the sky, Steve talks about their names and legends. Then the sky brightens, dawn breaks and, as the sun rises over the silhouetted housetops, Steve ends the performance with a cheery "Good morning."

CONTINUED ON PAGE 142



1. "Time to eat," says Lassie, as she sits up and begs for her **Red Heart**. "Wonder which flavor I'll get tonight," she thinks, "beef, fish, or cheese?" Whichever it is, Lassie will get a perfect balance of all the nutritional elements she needs to keep her mind alert, her muscles strong, her coat beautiful.



2. "Oh! So you want another trick?" asks Lassie. And so through the arms of Rudd Weatherwax, her owner-trainer, she goes merrily on her way. "I'm always ready to jump through a hoop or do most any other trick when **Red Heart's** waiting for me," exclaims Lassie. "It tastes like a million dollars! Yum! Yum!"



3. "Here's another good one," says Lassie. "Watch me climb a fence to get my **Red Heart**." Stunts like this call for perfect muscular coordination and real pep. It shows not only what a dog will do for **Red Heart** but what **Red Heart** will do for a dog.

MOVIE STAR "LASSIE" performs for her dinner

The most famous dog in the world today is Lassie, probably the only dog who has carved a career in radio as well as in the movies. Since her profession demands the utmost in stamina and coordination, it is important that Lassie be fed food that will keep her in the pink of condition. Furthermore, her food must have appetite appeal or Lassie just won't eat. As these photographs show, three-flavor **Red Heart** has proved to be the happy combination.



Coming Soon!
"MASTER OF LASSIE"
in technicolor at
your favorite theater

4. "No more tricks," says Lassie, as she pulls at the door to the pantry. "I want my **Red Heart** right NOW!" But don't fret, Lassie will put on another show for you next Sunday afternoon in "The Lassie Show" on the ABC network. After she's had her **Red Heart**, of course.



AH! THAT GOOD RED HEART!

5. The 3 flavors of government-inspected **Red Heart** . . . fed in rotation . . . will give your dog the variety he craves to keep him eating with a keen appetite. Too, the food elements are so perfectly balanced that a dog gets more nourishment, retains more, and wastes less. Lassie loves it! Your dog will, too!



A product of
John Morrell & Co.
Meat Packers
General Offices,
Ottumwa, Iowa.

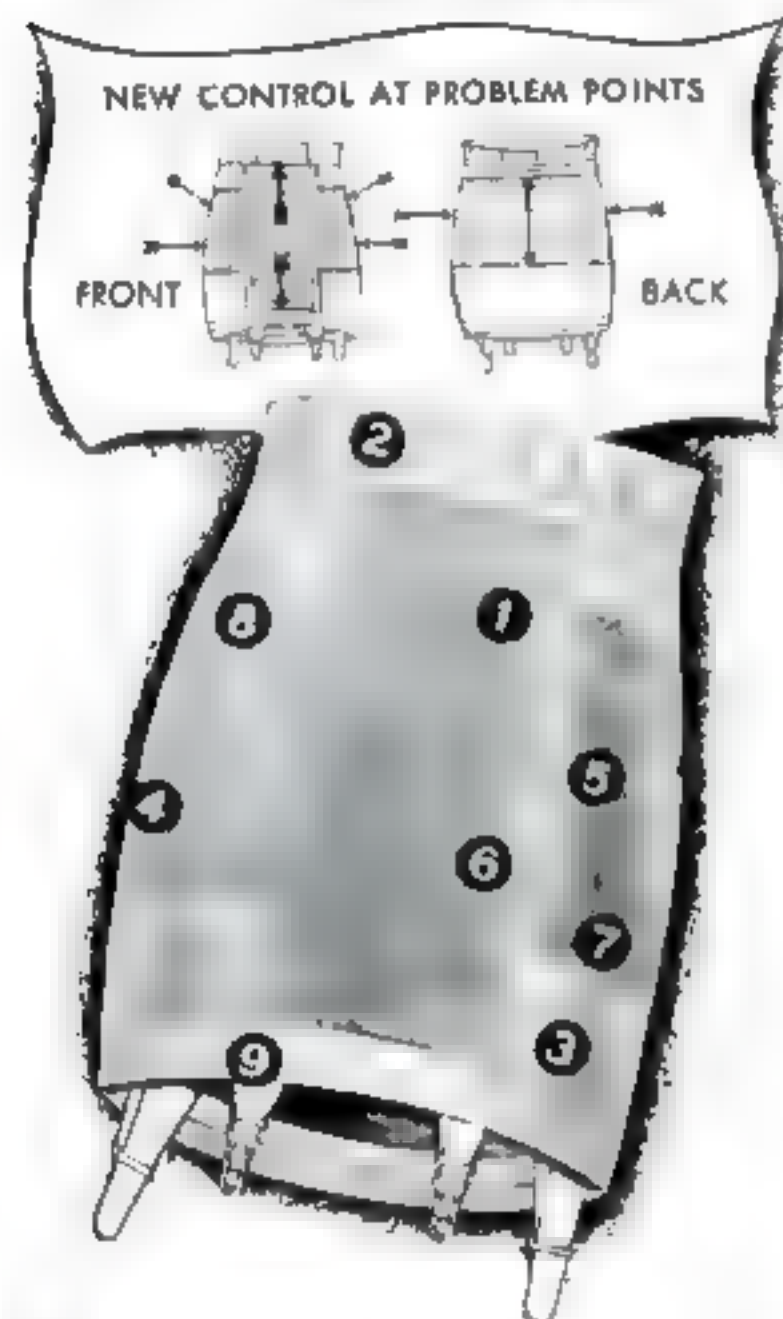
**RED
HEART**

3-FLAVOR DOG FOOD

**SENSATIONAL
GIRDLE HIT!**

FLEXNIT
"Samthin"
GIRDLE • PANTIE • GIRDLE

THINS amazingly!



9 ways wonderful
NEVER MATCHED BEFORE!

- 1 Amazing "Flattening" at 3 Problem Points—hips, tummy, derriere—with exclusive Flexnit knit panels (pat. pending).
- 2 "Wonder Waistline"—dependable hold-up.
- 3 "Free-Walking" Feature, special light knit panel—complete comfort always.
- 4 Sheer, Smooth as Silk Jersey—Seamless.
- 5 More "Zing" than Pre-War Elastics.
- 6 Marvelous "Up-Down" Stretch Fits All Heights.
- 7 New Lightness—Lets Skin "Breathe."
- 8 Special Nylon "Reinforcing", long wear
- 9 Miracle 2-Way Stretch Garters—no strain.

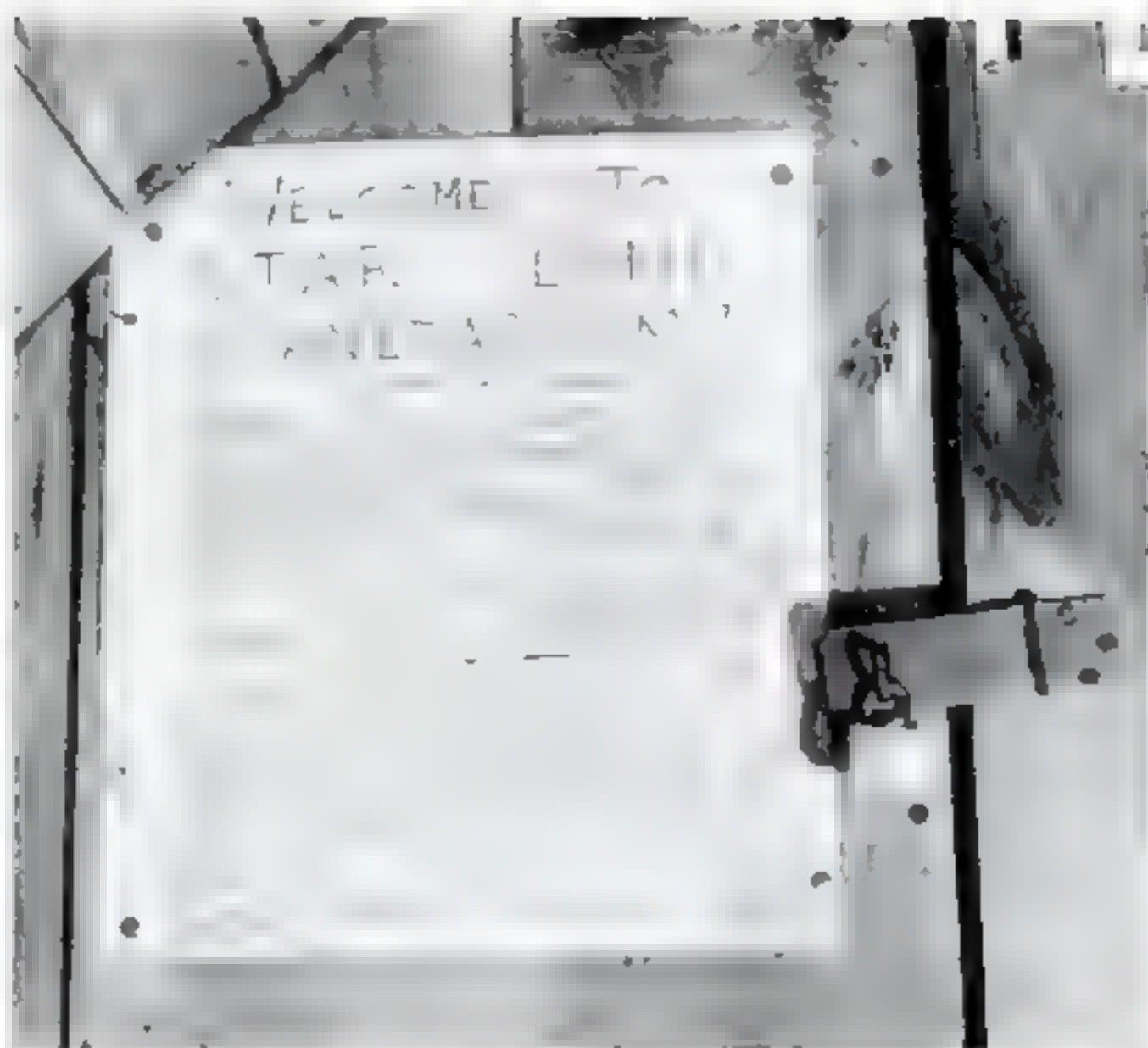
Exquisite colors—White—Blue—Nude
\$5 Small • Medium • Large
GIRDLE • PANTIE • GIRDLE

Get *Samthin* now
At stores everywhere!

MADE BY
FLEXNIT
GIRDLES

FLEXNIT, 200 MADISON AVENUE, NEW YORK 16

Planetarium **CONTINUED**



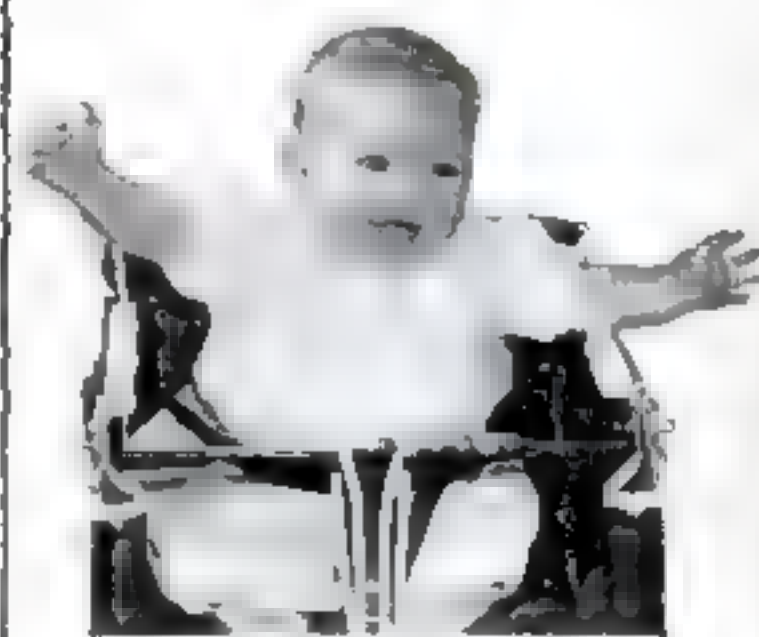
SIGN ON DOOR welcomes visitors to attic planetarium, and lock keeps out Steve's little nephew. Steve gets "A" in most school subjects, "B" in English.



TOP OF CYLINDER projects stars onto top of sloping attic ceiling. Among constellations shown here are Big Dipper (upper right), Little Dipper (center).



LECTURING for his visitors, Steve (foreground) slowly rotates the cylinder by hand. Usually attic is darker. To indicate stars he uses a flashlight pointer.



America's Babies Are Happy
IN
WELSH PRODUCTS

The "Buddle Buggy"
Carriage, cradle bed, bassinet in one!

The "Cherub Coach"
With Peek-A-Boo Canopy, Pre-Toe Park Stand.

The "Travel Tyke"
Swing or Seat, of multiple use.

The "Snugglebug"
Bed converts to chair for home or travel.

Other Carriages and Hush-A By Accessories
At Furniture and Department Stores

WELSH
LARGEST MANUFACTURER OF
FOLDING BABY CARRIAGES
FREE! Send date of your baby's birth
to the Welsh Co. for a horoscope.
1535 S. Eighth St., St. Louis (4), Mo.

26,000,000 Americans
now read **LIFE** every week.*

This represents an increase of
15% over **LIFE**'s previous week-
ly readership of 22,500,000.

*Source: Continuing Study of
Magazine Audiences, Report #9

**Proved by Big Truck Fleets—
Now Available to Motorists!**

**Scientific Discovery
Ends Auto Radiator
Rust-Ups!**

Installed in radiator hose,
Butler De-Scaler's galv-
an-ic cell action dissolves
scale and rust throughout
cooling system—keeps
water crystal clear, min-
eral free.



A fast, modern scientific method for removing scale and rust from radiator hose and cooling system. Butler De-Scaler's galv-
an-ic cell action dissolves scale and rust throughout cooling system—keeps water crystal clear, mineral free.
De-Scaler's silver-plated coil and Butlmetal core, installed in radiator hose, produces a galvanic cell action that dissolves existing scale, prevents further formation—thereby prevents rust-ups, boiling over, pump and thermostat troubles due to scale. Guaranteed for one year or 25,000 miles. Does not interfere with anti-freeze or stop-leak. At service stations, garages and car dealers. \$4.95 Four Trade List Price. Butler Engineering Co., 2620 Rousseau Street, New Orleans 11, La.

BUTLER De-Scaler

Butler De-Scalers are available for use in home hot water systems, boilers, Diesel engines, etc.

CONTINUED ON PAGE 143



8 FRANKLIN, FIRST POSTMASTER GENERAL, HANDING MAIL TO POSTRIDER PHILADELPHIA, 1775*

Philadelphia

BLENDED WHISKY

The Heritage Whisky

A HERITAGE TO REMEMBER



*"There shall be formed a line of posts from
Falmouth, New England to Savannah in Georgia..."*

... FROM ACT OF CONTINENTAL CONGRESS ESTABLISHING FIRST POST OFFICE, JULY 1775

Under our postal system, news spread swiftly through the Colonies. Letters from Philadelphia reported the city's brisk commerce and warm hospitality. True to those time-honored traditions

now, Philadelphia, The Heritage Whisky, brings you rare character and flavor. Here is whisky you might justly reserve for special occasions. Yet you can afford to serve Philadelphia regularly and often.

86.8 PROOF • 65% GRAIN NEUTRAL SPIRITS • CONTINENTAL DISTILLING CORPORATION, PHILA.

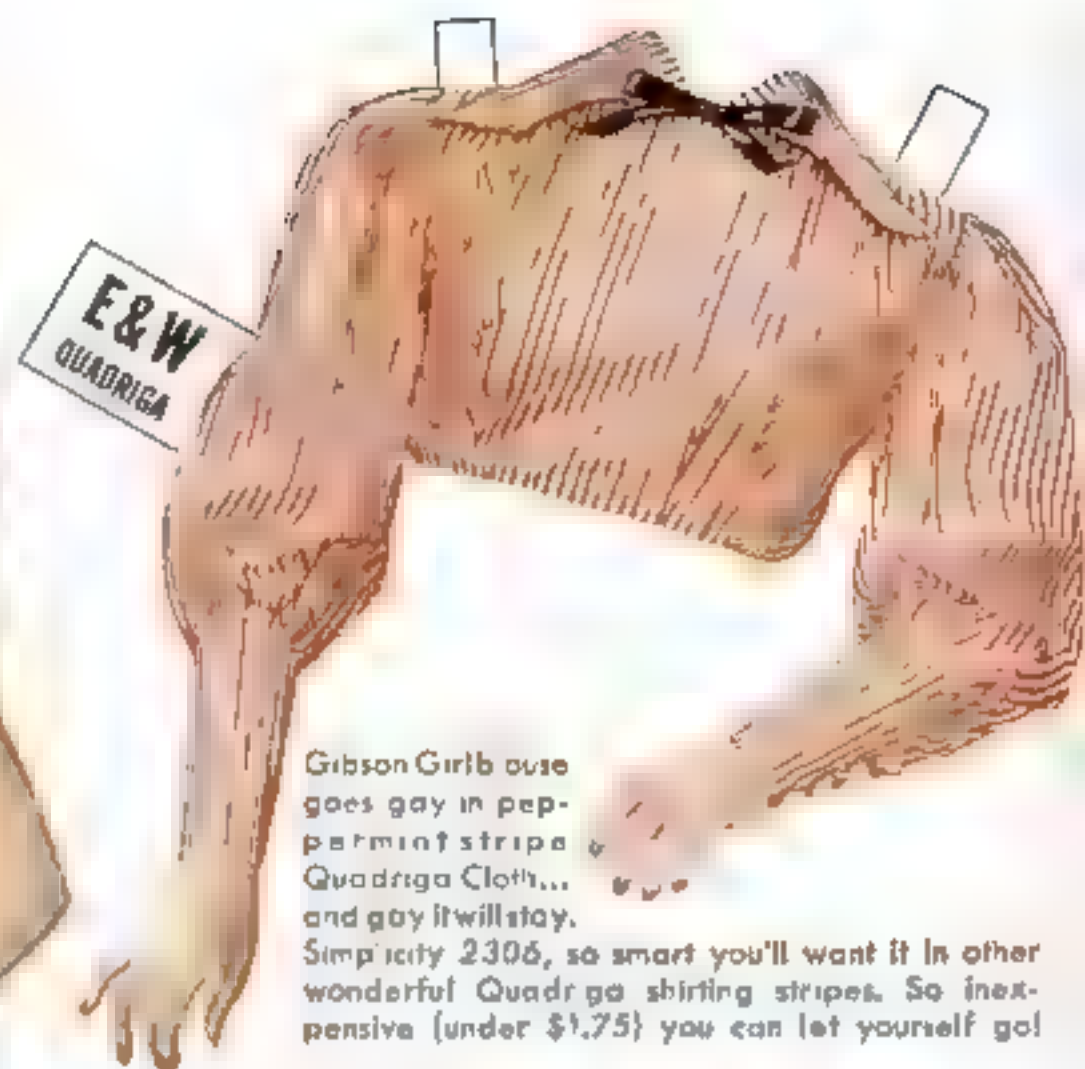
*From a Series of Historical Paintings Designed for "Philadelphia" - The Heritage Whisky - Famous Since 1894



90
A QUADRIGA CUT-OUT
MARILYN MAXWELL
IN
BEAUTY
ON A BUDGET

THE STARS: Beautiful Marilyn Maxwell (you'll see her in the RKO Radio Picture "Race Street") ... sharing honors with Quadriga Cloth, the cotton fabric all America knows, now weaving a bright thread through stores all across the country.

THE STORY: Miss Maxwell shows how clothes can be honeymoon-gay on a love-in-a-cottage budget ... and shows how you can play a starring role every day when you sew-your-own of beautiful, bright Quadriga Cloth. Available, too, in ready-made clothes at your favorite store.



Gibson Girl's pose goes gay in peppermint stripes Quadriga Cloth... and gay it will stay. Simplicity 2306, so smart you'll want it in other wonderful Quadriga shirting stripes. So inexpensive (under \$1.75) you can let yourself go!



Play-duds are "game" when they're made-of-Quadriga! Those gay stripes on smart gunmetal Quadriga Cloth will stay bright through sun and suds. 3 1/2 yds. makes bra and skirt (size 14), fabric cost less than \$2.50. McColl 6812 also includes shorts pattern.



Posy-stripes on sunny yellow ... one of more than a hundred Quadriga prints to inspire you! This two-piece dress, Simplicity Pattern 1932, takes just 3 1/2 yards in size 14. fabric cost under \$2.50!



8-yards-around Ballerina Skirt costs little in Quadriga Cloth (under \$2.50 for size 14). Simplicity Pattern 2359. Don't be afraid to sew a white eyelet ruffle right on that deep back Quadriga Cloth. Fade? Never!

Just think! 50 plain colors in Quadriga Cloth... so pick your favorite for Simplicity 2318. Do the scrolls in white baby rickrack (yes, they'll stay white through washings). Billowy skirt and all, fabric cost is under \$2.75 (size 14).

Paste figures on light cardboard before cutting.

Watch for more Quadriga Cut-Outs



Look for the label that says

Quadriga
CLOTH

Tub Fast ★ Sun Fast ★ Needleized Finish

E&W Quadriga Shirts for Men and Boys
E&W Quadriga Jane Clay Dresses
E&W Quadriga Pajamas
E&W Quadriga Dora Gordon Dresses
E&W Quadriga Spring-Bax Shorts

AMERICAN
MADE
CERTIFIED
Garment by
Good Housekeeping
in a Spring 1935

ELY & WALKER
WORLD'S LARGEST DRY GOODS MANUFACTURERS
CONVERTERS AND DISTRIBUTORS



GRINDING A MIRROR for his latest telescope, Steve rubs glass over carborundum powder. He has three telescopes, the biggest a 6-inch instrument.



FROM HIS BED Steve observes the stars. In diary he wrote, "After slight difficulties with trees and a cloud, I finally received a small image of Mars."

The best brushes have
**DU PONT NYLON
BRISTLES**

Look for
the words
**NYLON
BRISTLES**
on brush
or
package



What's the best brush you can buy?

Whatever the type of brush . . . and whatever the price . . . just remember: *the best brushes have Du Pont nylon bristles.* You'll find the same advantages in all nylon bristles. They're made to last and last. They're clean . . . strong . . . lively. Easy to wash and keep sanitary . . . never get soggy, dry quickly. For longer service in all types of brushes, be sure to buy brushes with the words *nylon bristles* stamped on brush or package. Many of these brushes have handles and backs of gem-like Du Pont "Lucite."^{*} At brush counters everywhere. E. I. du Pont de Nemours & Co. (Inc.), Plastics Dept., Arlington, N. J.

*Du Pont's trade-mark for its acrylic resin.

Product of **DU PONT** Plastics

BETTER THINGS FOR BETTER LIVING...THROUGH CHEMISTRY

● Tune in Du Pont "Cavalcade of America"—Mondays, 8 P.M. EST, NBC



AT THE WHEEL OF HIS TRACTOR, HUNGARY'S FORMER PRIME MINISTER FERENC NAGY SETS OUT WITH HIS FAMILY FOR A RIDE AROUND HIS VIRGINIA DAIRY FARM

Hungarian Premier is now U.S. Farmer

Ferenc Nagy, one of Washington's political exiles, works 60 hours a week to make a success at dairying

On a dairy farm in Herndon, Va., 27 miles from Washington, a mild, 45-year-old man named Ferenc Nagy puts in a brisk 60 hours of work each week. Even though he came to Herndon only four months ago, drenched with worldwide publicity, many of his neighbors have already grown so accustomed to the sight of Farmer Nagy trudging out of the barn with his milk pails (*opposite*) that they are startled by his former title—Premier of Hungary.

When the Communists forced Nagy out of office last June, he fled to the U.S., jobless and penniless. Soon he made enough money selling magazine articles to buy his 130-acre farm, his dairy herd and equipment, and now with the help of his family he operates at a tidy profit. Meanwhile, encouraged by scores of other European political exiles who have turned Washington into an international sanctuary (*pp. 148-152*), he is working on a book—*The Struggle Behind the Iron Curtain*—and dreams the exile's inevitable dream of going home.



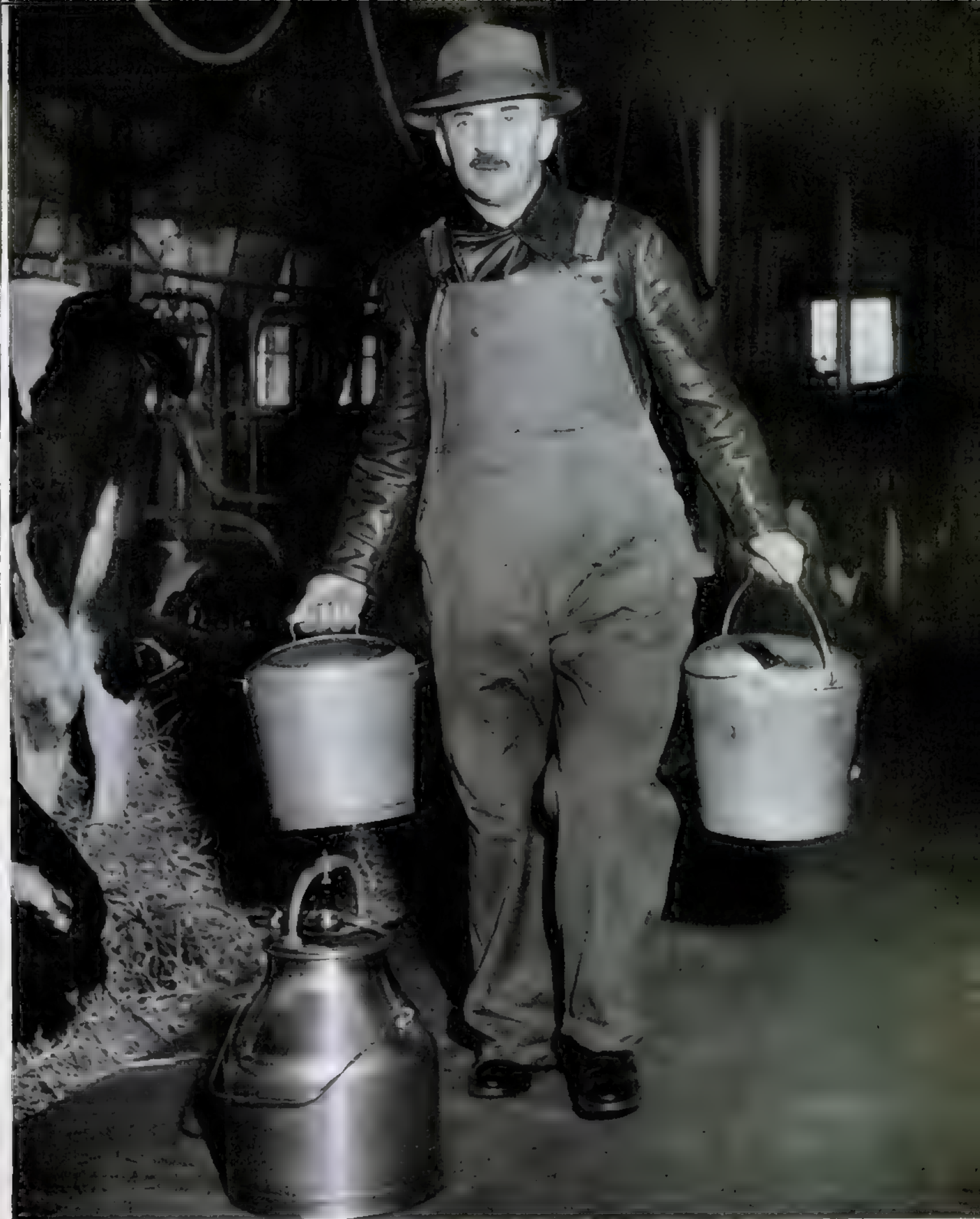
NAGY'S SONS Ferenc Jr., 22, and 5-year-old Laszlo play with American gadgets. Ferenc interprets for father.



DAUGHTER JULIA, 21, who acts as Nagy's personal secretary, also helps milk the ex-prime minister's 40 cows.



NAGY'S WIFE Julia, very proud of her collection of household appliances, cooks on her new electric range



DAIRYMAN NAGY carries buckets of milk from his barn. Because he was a farmer in Hungary before he became premier, he now has little difficulty in supporting himself.

Some of his fellow exiles, whose entire careers were spent in diplomacy and politics, are unemployed and live on borrowed money or their gradually diminishing savings.

does lots more
than keep hair
looking handsome



**SURVEY SHOWS IT'S
PREFERRED AMONG
MEN AT THE TOP!**

Kreml Hair Tonic is inexpensive yet is preferred among America's most successful men—bankers, doctors, lawyers, big business men. For this highly specialized hair tonic does lots more than keep hair handsomely groomed.

**NEVER LEAVES HAIR
FEELING DIRTY
OR FULL OF GREASE**

Kreml never plasters hair down like a cheap gigolo's. It gives hair such a clean-cut healthy-appearance.



**BOTHERED BY DRY
SCALP? DRY HAIR?
DANDRUFF FLAKES?**

Kreml is great to lubricate a dry scalp, make dry hair feel softer. It also removes dandruff flakes and leaves scalp feeling so alive. Use Kreml daily for perfectly groomed hair and a more 'hygienic' scalp.

**KREML
HAIR TONIC**

A product of R. B. Semler, Inc.

Life's Visit CONTINUED



CROATIAN PEASANT LEADER VLADIMIR MATCHEK READS ON A PARK BENCH

WASHINGTON IS GATHERING PLACE FOR EXILES FROM MANY COUNTRIES

Many of Washington's political exiles came unmolested to the U.S. when Communists took over in their home countries. Some were forced to run for their lives. Others, already here as ministers and embassy attachés, simply did not go home when their governments changed hands. Although most have divergent political viewpoints, at least the leaders of peasant parties from Eastern Europe are united by a common interest, centered in the International Peasant Union, which they established in Washington last July 4 under several statesmen including Hungary's Nagy, Yugoslavia's former Vice Premier Vladimir Matchek (above) and Romania's Grigore Nicolescu-Buzesti. Their forces were increased last November by the arrival of ex-Vice Premier Stanislaw Mikolajczyk (below), leader of the Polish Peasant party, who lost little time in joining his fellow exiles in their constant, wistful maneuvering. Last week, while the U.S. and Russia traded diplomatic haymakers over the Hitler-Stalin agreement of 1939, the exiles thought things were going very well and applauded lustily from the sidelines.

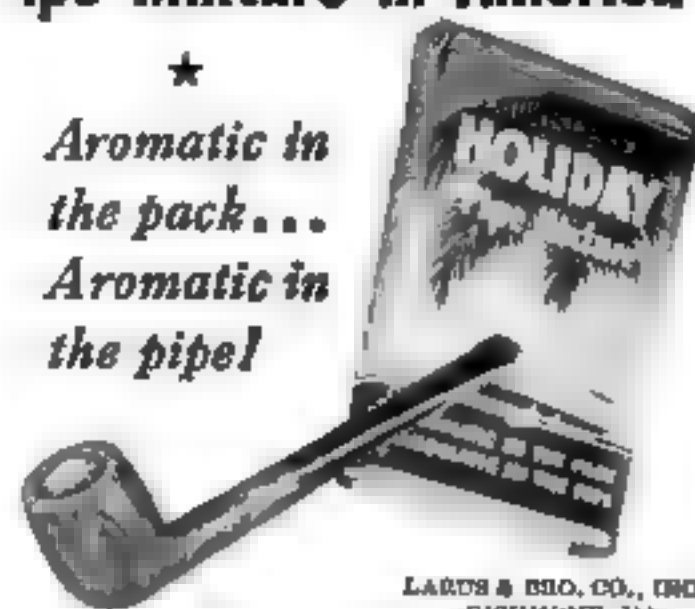


STANISLAW MIKOLAJCZYK (right), the self-exiled leader of the Polish Peasant party, smiles at breakfast with Speaker of the House Joseph Martin.

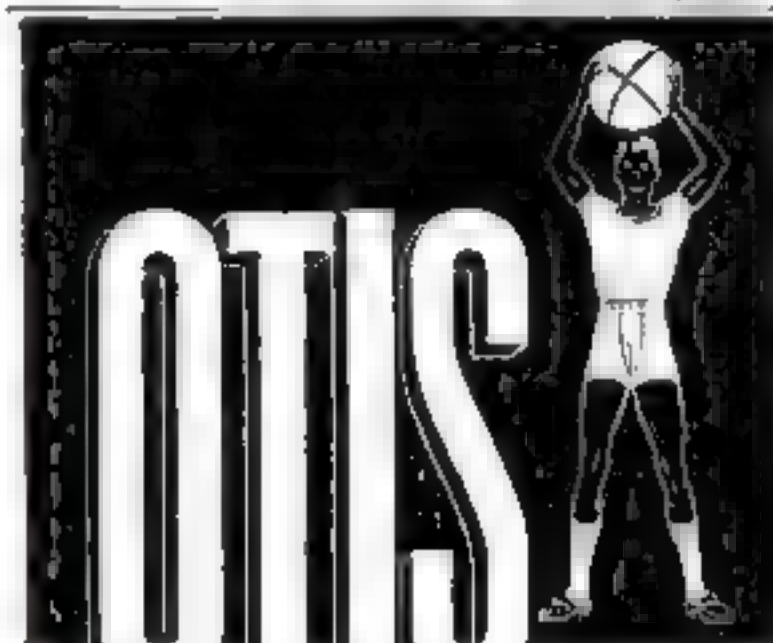
HOLIDAY

The most talked about
Pipe Mixture in America

★
Aromatic in
the pack...
Aromatic in
the pipe!



LARSEN & SONS, CO., INC.,
RICHMOND, VA.



UNDERWEAR AND HOSIERY
for Men and Boys

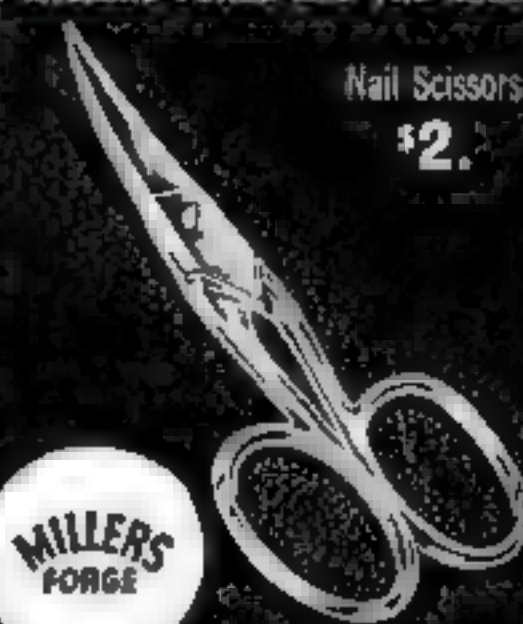
Ask for OTIS to make sure of comfort, fine finish, long wear. Sleeveless and short sleeve shirts—mid-thigh shorts or briefs, and other styles.



OTIS UNDERWEAR, 57 Worth St., New York 13, N. Y.

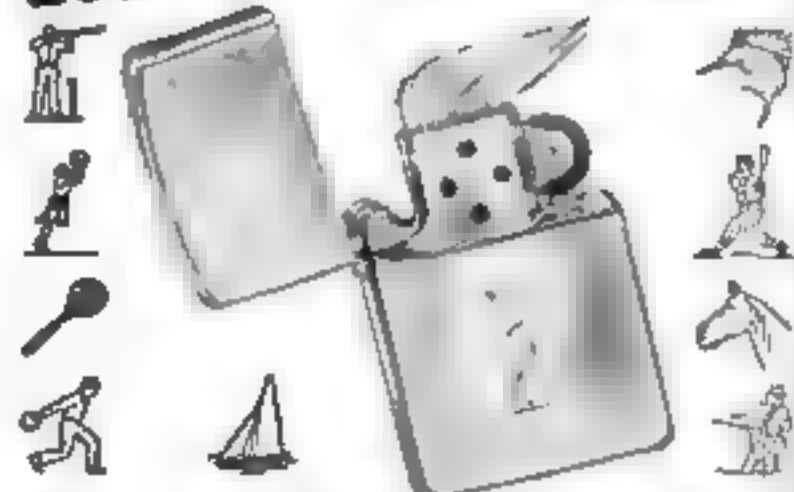
Because they are hand ground
MILLERS FORGE HAS THE EDGE

Nail Scissors
\$2.



Available only at quality stores

ZIPPO - THEY WORK



Your favorite sports design engraved on
a ZIPPO Lighter—brush finish \$3.25

Initials or signature on
reverse side \$1 extra
At your dealer

ZIPPO MFG. CO. DEPT. 5, Bradford, Pa.

ZIPPO Windproof LIGHTER

CONTINUED ON PAGE 151



Come over on the
Sunny Brook side!

Enjoy the whiskey that's
"Cheerful as its Name"

Make tracks to Old Sunny Brook if a grand tasting "tall" one or a silky-smooth "straight" is your pleasure! Your very first sip will tell you that this is fine, mellow whiskey... rich enough for full drinking enjoyment. Only superb Kentucky flavor can give you that —the flavor you find "on the Sunny Brook side"!

OLD
SUNNY BROOK
BRAND
Kentucky Whiskey—A Blend



LOOK FOR
THIS WATCHMAN
ON EVERY BOTTLE





BY APPOINTMENT PERFUMERS TO H.M. QUEEN MARY. YARDLEY LONDON

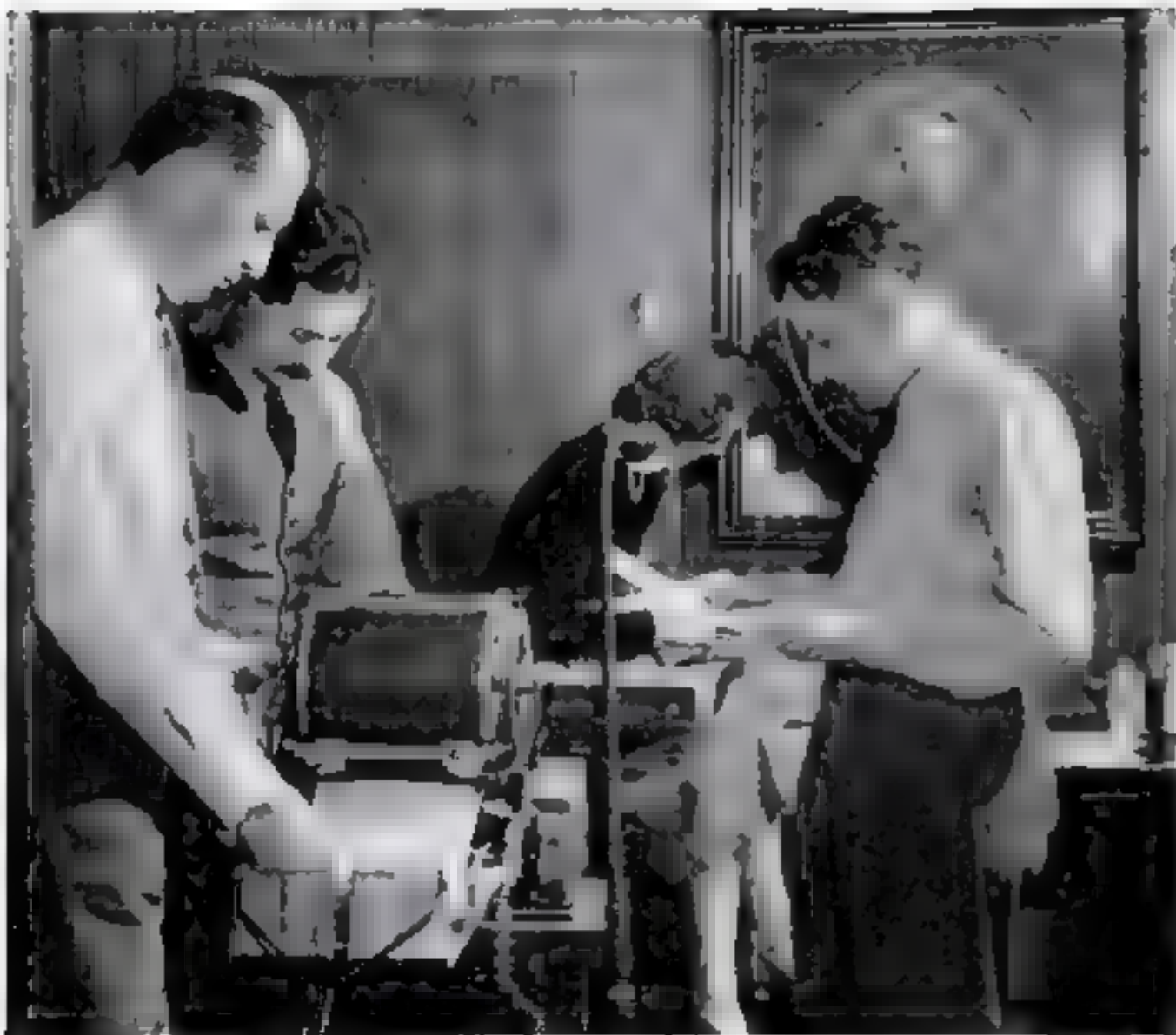


A haunting sense of loveliness, encountered the wide world over . . . the breathless, artful air of "Bond Street" recalling exquisite ladies and gracious ways. Elegant and romantic, it is a perfume full of excitement and meaning for women who want to be distinguished. "Bond Street" Perfume, \$2.50 to \$15.
Toilet Water, \$1.50 and \$2.50. Sachet, \$2.50. Dusting Powder, \$1.50. Talc, \$1. Plus tax.



"Bond Street" by **YARDLEY**

Yardley products for America are created in England and finished in the U. S. A. from the original English formulas, combining imported and domestic ingredients. Yardley of London, Inc., 620 Fifth Avenue, N.Y.C.



HUNGARIAN MIMEOGRAPH OPERATORS turn out anti Communist Peasant Union literature. In 1947 Aladar Szegedy-Maszak (right) was Hungarian minister to the U.S. and Alexander Szasz (left) was a legation counselor.



POLISH SUPERINTENDENT Janusz Ilinski, wartime chief of his country's military mission at SHAEF, now manages an apartment house and gives orders to his gardener. Despite new status he says, "I am the happiest Pole."



AUSTRIAN PROFESSOR George Alexich, a former career diplomat, is now a U.S. citizen. Self-exiled since the Anschluss, he makes use of his experience by teaching international affairs at Washington's Georgetown University.

CONTINUED ON NEXT PAGE

FOR BETTER SCORING

BRISTOL invites you to see how these new, precision-made beauties can help improve your game in 1948



This year, do you want to hear more often that sweet "c-l-i-c-k" that tells you your shot has come off clean and true? If so, we suggest you equip yourself with these newest BRISTOL club-making triumphs. In each club you will find an advanced accuracy in expertly determined "swing weight" balance. You'll find, too, a new mathematical preciseness in over-all set balance. And you'll find this combination carried to such heights by BRISTOL's precision-production practices that you'll get a brand new "feel" of confidence for better scoring as you swing these clubs on tee or fairway. Inspect to-

day's BRISTOL Beauties at your first opportunity and see if they aren't just the clubs you've been seeking to help improve your game in 1948.

BRISTOL Announces The "POWER BLADE"

Feature of BRISTOL Irons for 1948 is their "Power Blade" heads. New design and weight distribution add to the wonderful "feel" of controlled power these clubs impart to your stroke.



Hit
Better Shots
with the
NEW

Bristol GOLF CLUBS
THE BRISTOL MANUFACTURING CO. BRISTOL, CONNECTICUT

BALLS, BAGS
and
ACCESSORIES

Also
Makers of
BRISTOL
FISHING RODS,
REELS, LINES





LOOK YOUR BEST!

We're not "Fifth Avenue" tailors, we admit. But we take care to build smart good looks into every pair of Crown and Headlight overalls. And these good looks are in to stay—through wear and washing. For we tailor our work clothes for trim fit, as well as roomy comfort. And we weave our own denim (we're the only overall maker that does). They're the only overalls certified by the United States Testing Co. Sanforized! A new pair free if they shrink.

BUY THE BEST!


CROWN OVERALLS
UNION MADE
HEADLIGHT
WORK CLOTHES

CROWN AND HEADLIGHT
Cincinnati, Ohio San Francisco, California
Work Clothes
OVERALLS • TROUSERS • SHIRTS • JACKETS • TREE CLIMBER TOGS



EX-EMPRESS ZITA OF AUSTRIA addresses Women's National Democratic Club in Washington. She is a refugee of long standing, having been an exile ever since her husband, Charles I, lost his throne in World War I. Despite this she still retains her defunct title and refers to her son Otto as the archduke.

ONE DIFFERENCE
between Wearing a
SONOTONE
and other Hearing Aids



SONOTONE TAKES RESPONSIBILITY! When you come to Sonotone, the world's largest hearing aid organization takes over your worries. A trained Consultant gives you proper fitting from the finest of modern instruments. Then it's our job to teach you how to use it for best results . . . to keep it serving you ably . . . to give you hearing and peace of mind! Only Sonotone has this extensive experience and the trained national organization to fulfill responsibility for your hearing aid needs wherever you live, wherever you go.

THE NEW MINIATURE SONOTONE "900". Your hearing deserves the best! Light, tiny, with batteries inside . . . easy to wear as a wristwatch . . . dependable, powerful hearing!



Sonotone, Box 200, Elmsted, New York
Please send **FREE** book, "Freedom From Fear"—the full story of Sonotone's plan for better hearing.

Name _____
Address _____
City _____ State _____

Now save as you shave

STOP YOUR RAZOR
AS A BARBER
DOES!



**STROPS—CLEANS
WITHOUT
REMOVING BLADE**

**RAZOR, STROP
AND
3 VALET BLADES \$1.25**

SELF-SHARPENING . . . ONE PIECE



MME. CAMILLE CHAUTEPS, wife of former French Premier Camille Chautemps, waits on customer in her Washington millinery salon. Unlike most current political exiles, ex-Premier Chautemps is not a refugee from Communism. He was convicted *in absentia* in a French court as a Vichy collaborator.



"No wonder we switched to this trail!"

Recipe for a warm welcome: tasty Old Fashioneds made with that
matchless whiskey—Calvert Reserve! Here, friendly smoothness
merges with rich, glorious mellowness to make a *gentle*
blend for gentlemen. That's why more folks are switching to
Calvert than ever before! Try it—be another who knows why...

Clear



Heads Choose Calvert

Calvert Reserve

CHOICE BLENDED WHISKEY

86.8 Proof—65% Grain Neutral Spirits... Calvert Distillers Corporation, New York City

SHE TOO IS WEARING A STETSON, THE TIPTOP \$18.95 OTHER STETSON MILLINERY FASHIONS FROM \$5.95



Randolph Scott is currently co-starring in Paramount's "Albuquerque"

Does Randolph Scott have a twin?

These are twin Randolph Scotts, all right, but they're not two different people. You're looking at the Randolph Scott dressed for two different occasions. It illustrates that being well-dressed is really simple—wearing the right clothes at the right time. Randolph Scott is one of Hollywood's many well-dressed men. On the

left, he's dressed for the races, wearing the Stetson Stratoliner. Color: Cork. On the right, he's dressed more formally, with the Stetson Flagship. Color: Star Gray. You don't have to be a movie star to always be well-dressed. Just choose what you wear, carefully, to suit the occasion. Then top it off with the right Stetson!

When Randy goes to the races, he wears...



The Stetson Stratoliner, \$8.50

At a movie premiere he wears...



The Stetson Flagship, \$12.50

Dress for the occasion with—**STETSON HATS**

More people wear Stetson Hats than any other brand. Stetson Hats are made only by John B. Stetson Company and its subsidiary companies in the United States and Canada.



MICHAEL THOMAS CREEPS TOWARD AN ICE-CREAM CONE AND A LEMON

OH BOY, LEMONS!

Year-old boy considers them his favorite food

One day when he was 9 months old Michael Thomas Roesle was squirming on his mother's lap while she tried to serve tea to a neighbor. Inevitably Michael Thomas got his hands on a slice of lemon and popped it into his mouth. A gargantuan pucker swept across his face, wrinkling it like an old prune. But Michael Thomas manfully continued to chew. Then he reached eagerly for another slice. Now his parents, who live in Richmond, Calif., have to keep a bag of lemons handy all the time. Year-old Michael Thomas eats them by the dozen. In fact, he picks them over chocolate ice-cream cones 10 times out of 10.



HE IGNORES THE ICE-CREAM CONE, AND GOES RIGHT AFTER THE LEMON
CONTINUED ON NEXT PAGE

FOUND

The ideal drink to serve when entertaining. Most everybody likes the smooth, delicious flavor of Arrow Blackberry Flavored Brandy... some prefer Arrow Blackberry Flavored Brandy straight, others in a highball, and in a sour it appeals to even the most delicate palates! Arrow Blackberry Flavored Brandy is an all 'round favorite... now available!

***AMERICA'S
BIGGEST
SELLER**



*Arrow Blackberry Flavored Brandy is America's biggest seller according to official figures of McClellan's Services Exchange, Washington, D.C., for 1947 (based on 17 representative states).



Arrow
**BLACKBERRY
FLAVORED
BRANDY**



4 Companion Arrow Favorites
A pleasant treat for your enjoyment

Arrow Blackberry Flavored Brandy 70 proof; Arrow Ginger Flavored Brandy 70 proof; Arrow Peach Flavored Brandy 70 proof; Arrow Apricot Flavored Brandy 70 proof; Arrow Cherry Flavored Brandy 70 proof. Arrow Liqueurs Corp., Detroit 7, Michigan.

FOR BEST RESULTS:
shave with
Barbasol



**Still doing things the hard way?
Get modern...Get smooth...Get Barbasol**

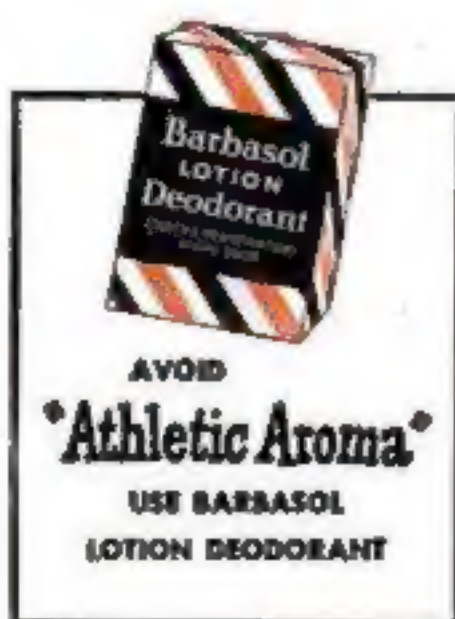
Why suffer? Take it easy. Shave with Barbasol and don't wear a face that is rough, tight, dry, or sensitive. Barbasol's special brushless formula softens the stiffest beard,

pronto! Barbasol will not dilute the natural skin-oils which protect against daily blade-scraping. So you shave closer—but your skin stays flexible, comfortable, smooth!

- No brush
- No lather
- No rub-in



Use it also for soothing relief of
windburn, chapping, chafing, itching



Oh Boy, Lemons! CONTINUED



HE GRASPS LEMON FIRMLY AND SUCKS OUT A BIG MOUTHFUL OF JUICE



A SPASM OF PURE CITRIC JOY CONVULSES MICHAEL THOMAS' FEATURES



Swing Shift

at an African Copper Mine

① "I got quite a shock when I visited what I'd heard was a modern African copper mine in Namaqualand," writes Warren Morgan, an American friend of Canadian Club. "Jungle natives, in war regalia, were doing a blood-curdling dance near the mine. My Afri-kander host must have noticed the puzzled look on my face for he laughed and said, 'These men work in the mine. They are just enjoying a day off.'"



② "The weird music from the primitive flute called an *ipayipi* would never rate Number One on our Hit Parade—but our music sounds just as strange to them. I played some swing records on my portable. They just stood listening with bewildered grins."



③ "The next day I went into the mines, and I found it hard to believe that the men I met were the same primitive dancers I had watched the day before. They operated pneumatic drills and electric dump trucks with all the skill of an experienced hand in Butte, Montana."



④ "The intense heat of molten slag, added to the tropical temperature, made this the hottest picture I've ever taken. Even the natives, accustomed to great heat, give the slag pit a wide berth. It's like a red hot sun working 24 hours a day."



⑤ "Later, I joined my friend for 'Sundowners'—a time honored custom in South Africa. As we sat on the stoep of the *rondavel*, I got the greatest surprise of the trip when he brought out my favorite whisky—Canadian Club. 'You must have been in the States lately,' I said pointing to the bottle. 'Not at all,' he replied. 'Canadian Club is popular down here, too.'"

⑥ "Almost everywhere," world travelers write, "we find Canadian Club a prized treasure." Why this world-wide popularity? Canadian Club is *light as scotch, rich as rye, satisfying as bourbon*. You can stay with it all evening—in cocktails before dinner and tall ones after. That's what made Canadian Club the largest selling imported whisky in the United States.

IN 87 LANDS NO OTHER WHISKY TASTES LIKE

Canadian Club MADE IN CANADA BY HIRAM WALKER

Imported from Walkerville, Canada, by Hiram Walker & Sons Inc., Peoria, Ill. Blended Canadian Whisky. 90.4 proof



*L.S./M.F.T.
Lucky Strike means Fine Tobacco*



Lucky Strike *presents* **The Man Who Knows —**
The Tobacco Warehouseman

"I'VE SEEN millions of pounds of tobacco sold at auction. And at auction after auction, I've seen the makers of Lucky Strike buy tobacco that's got real smokin' quality . . . tobacco that smokes up mild, cool and fragrant."

Sidney T. Currin

Sidney T. Currin, independent tobacco warehouseman of Oxford, N. C., has been a Lucky Strike smoker for 26 years.



LUCKY STRIKE MEANS FINE TOBACCO

So round, so firm, so fully packed — so free and easy on the draw